DOCUMENT RESUME

ED 227 857 IR 050 152

TITLE Corporate Use of Research Libraries. SPEC Kit 88.
INSTITUTION Association of Research Libraries, Washington, D.C. Office of Management Studies.
PUB DATE Oct 82
NOTE 133p.; Best copy available.
AVAILABLE FROM Systems and Procedures Exchange Center, Association of Research Libraries, Office of Management Studies, 1527 New Hampshire Ave., N.W., Washington, DC 20036 ($15.00).
PUB TYPE Reports - Descriptive (141) -- Tests/Evaluation Instruments (160)

EDRS PRICE MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS *Academic Libraries; *Business; Fees; Higher Education; Library Extension; *Library Services; Library Surveys; Postsecondary Education; Publicity; Questionnaires; Records (Forms); Reference Services; *Research Libraries; School Business Relationship
IDENTIFIERS *Corporations; Library Statistics; *Library Users; User Needs

ABSTRACT

This report contains a series of documents from, and a summary of responses to a telephone survey of, 23 research libraries. Documents and survey responses cover services to the business community by both members and nonmembers of the Association of Research Libraries (ARL). Introductory materials include a summary of relevant issues, a copy of the questionnaire with responses given, and a list of current services offered to business and industry by research libraries. The main body of the report contains 26 documents prepared at 16 libraries, including: (1) descriptions of corporate service programs at Pennsylvania State University, the University of Colorado, Massachusetts Institute of Technology (MIT), Cornell University, and Long Island University; (2) examples of records and statistics from the University of Michigan, Southern Methodist University, Lehigh University, the University of New Mexico, Cornell, and MIT; (3) documents concerning needs assessment and services from Stanford University, the John Crerar Library, MIT, Long Island University, and the New York Public Library; and (4) publicity materials from the University of Colorado, Rice University, the University of New Mexico, Georgia Institute of Technology, Southern Methodist University, Lehigh University, the University of Wisconsin, MIT, and the University of Michigan. An evaluation sheet for this ARL Systems and Procedures Exchange Center (SPEC) kit is also provided. (ESR)

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October 1982 OMS
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Corporate Use of Research Libraries

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OCTOBER 1982 #88
OMS
Systems and Procedures Exchange Center
ISSN 0160 3574

CORPORATE USE OF RESEARCH LIBRARIES

As cooperative activities between universities and businesses increase, a number of Association of Research Libraries members are encountering more requests for services and resources from users in corporations, research and industrial firms, and local, state and national agencies. Academic libraries generally have provided some assistance to these groups with minimal charges, for example, fees for library borrowing privileges. But a number of institutions are establishing more systematic, fee-based service programs. Some libraries report their main purpose in beginning these programs is to recover at least part of the costs of the services. In other cases, however, the libraries' stated objective is to provide an organized service program geared to the needs of the business and industrial communities.

To obtain information on corporate use of research libraries, SPEC contacted 23 institutions known to have such services or reported to be interested in them. Sixteen of the libraries have services for the business community, and were able to provide documents and information. Three indicate they are planning to institute such services, and four libraries, although not currently planning to expand their services, report that they have considered doing so.

ORGANIZATION AND ADMINISTRATION. Some libraries set up corporate service programs as special library units, either independent or attached to a department. Other programs are advertised services from existing library units, and and still others involve contract or membership agreements with schedules of specific services and prices. Some library services are part of an institutional or statewide program. These larger programs normally include access to expert advice, consultant assistance, and sometimes research and development efforts, in addition to library and information services.

Corporations sometimes pay a fixed amount for services such as document delivery, copying, reference service, or online searching. In other cases, membership arrangements involve add-on charges for selected services with periodic billing arrangements. Most often, organizations are able to request and pay for services as needed. They also may consult with service personnel when they have needs not covered in the service schedules. A number of the library service units report working closely with corporate libraries. The most frequent users often are the large corporations that already have libraries, but need even more specialized, frequently interdisciplinary, resources. In most cases, the company's librarian works directly with the research library. Respondents to the SPEC survey indicate that relationships with company libraries are usually effective, since research libraries' collections and services supplement special library resources.

SERVICE NEEDS AND FEES. The focus of services to corporations is on information rather than on materials, and on obtaining the most authoritative and accurate data through expert assistance. Because clients may be involved in new product development or other confidential work, a major concern is to assure confidentiality of requests and to limit access to service records. Timelinesss is important as well — not only to save organizational effort, but also to meet the time constraints of corporate users.

There is currently no consensus on fee schedules. Some libraries provide services to the business community free, or for the same compensation paid by other users. Others have

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established different fees for outside users for such services as online searching. In establishing fees, a major determinant is whether the library is privately or publicly funded, because most state-supported instutitions assume certain responsibilities to provide services for all citizens. Where library services are part of an overall state or university program, the libraries are bound by the regulations of the program, and most do not directly receive compensation from clients.

In pricing services, a central issue is whether the library can expect to recover full costs including overhead, or only expenditures for materials and staff time. Another consideration is whether to include additional charges for ongoing support of the collection. However, those involved with new fee-based service units generally agree that few fees are high enough to cover the true costs of providing expert assistance, especially compared to the prices charged by commercial research services.

PROMOTION AND EVALUATION. Most libraries that have set up units to handle external requests are in urban centers or in areas with a concentration of industrial and research firms. However, where a research library is known to specialize in a branch of business, science, or technology, requests from distant companies are frequent. High technology operations and rapidly expanding industries that have not devoted the time or resources to information service development are prime clientele for research library assistance. Libraries that actively promote their services have found that the most effective methods are by word of mouth and direct contact with corporate officers.

Few respondents indicate they make a formal attempt to assess the need for services before instituting them, or that they maintain ongoing market research. Similarly, few conduct regular evaluations. Client satisfaction, as measured by the workload and by monitoring requests and responses, is the major indicator of accomplishments. Service units usually keep statistical records, for both measures of volume and for cost accounting. However, few have documented aspects of their operations other than for publicity and accounting purposes.

ISSUES AND TRENDS. Even though some services for business and industry have been in operation for a long time, the field as a whole is still evolving. A growing number of libraries emphasize the importance of what they can offer external users: major collections of current and retrospective technical materials, and the expertise to locate and interpret information in response to highly specialized requests. In many circles, there is a heightened awareness of the value of academic resources for other sectors of the economy and for government. Advocates of the services stress that experience with business and industrial clients helps keep librarians up to date on current technology, and helps maintain an openness to new approaches to locating and delivering information.

Because these services are still evolving, it is difficult to predict how much impact business and industry needs will have on research libraries, and what the influence of economic trends may be on their requests. It also is hard to forecast how competition between library units, private information vendors, and independent researchers will affect research libraries' business service units. Many units indicate that they can handle only limited work loads and therefore do not publicize their services. Others are concerned that such assistance will be perceived as catering to an elite group. Within a climate of increasing university-business ties, library administrators are weighing the drawbacks and benefits of arrangements to support business and research community relations. Major concerns are how much assistance the library can provide without compromising other services, and where they can obtain funding for new service units. The relations of library clients to the university as a whole also must be considered, since any services and financial arrangements must be coordinated with university administrators' programs for both development funding and community service.

SPEC Kit #88 (October 1982, 101 pages) on Corporate Use of Research Libraries contains a summary of responses from both ARL and non-ARL libraries to the SPEC Telephone Survey, five descriptions of state and university programs, six examples of records and statistics, five documents concerning needs assessment and services, and publicity materials from ten institutions. SPEC Kits are available mainly by subscription. Single copies may be purchased, when available, for $15.00, with checks made payable to "ARL Office of Management Studies." Ordering address is: SPEC Center, ARL/OMS, 1527 New Hampshire Ave., N.W., Washington, D.C. 20036. Library members of ARL receive SPEC kits for $7.50.

USES OF SPEC KITS

The Systems and Procedures Exchange Center (SPEC) is a clearinghouse operated by the Association of Research Libraries, Office of Management Studies that provides a central source of timely information and materials on the management and operations of large academic and research libraries. It facilitates the exchange of knowledge and documents through SPEC Kits, which are distributed ten times each year to ARL members and other interested libraries. The Kits include topically-arranged groupings of unedited primary source documents – selected for their value to administrators and decision-makers – that illustrate a wide range of alternative approaches to specific issues.

Kit documents come from general membership surveys and from selected libraries contacted directly by SPEC, and most Kits are produced within six months of surveys. The documents' value comes from their variety of ideas, methods, and solutions. They are not viewed as finished products, but rather as points of departure for a library's planning efforts and as stimulants to innovative approaches to problem-solving. As such, Kits do not present answers or prescriptions for any one library; instead they illustrate how selected ARL members are planning for or dealing with particular issues. The worth of any one Kit to a particular library will depend upon the specific topic covered and the library's stage of development in that area.

Materials are selected according to the following criteria:

- Presents an approach of potential value to administrators and decision-makers
- Timely, and dealing directly with the topic under consideration
- Probability of application of ideas or thinking to other library situations
- Illustrative of actual practice, rather than theoretical
- Understandable, readable communication

All together, the materials should provide a range of alternative approaches that complement each other, provide variety, and stimulate comparison and contrast.

Libraries can take advantage of the Kit compilations in a number of ways. Administrators can evaluate the assumptions, methods, and results of other libraries' approaches; compare and contrast them; and use the learnings in their own situations. Library staff members can use the kits as professional development and current awareness tools. Committees and task forces can use them to begin a review of current practices. And the Kits can identify other persons or places to contact for further information. Back-up files in the SPEC office also are available for loan to member libraries. In addition, SPEC will conduct on-demand surveys or analyses geared specifically for a single library.

EVALUATION

Kit Title/Number ______________________________

1. Which uses did the library make of this Kit?

2. Please indicate how useful the Kit was for these purposes.

☐ Very Useful ☐ Quite Useful ☐ Somewhat Useful ☐ Not Useful

3. Do you have suggestions for this Kit or for future Kits?

(optional)

NAME ______________________________

LIBRARY ______________________________

PHONE ______________________________

Please return this form to the SPEC Center, OMS/ARL, 1527 New Hampshire Ave., N.W., Washington, DC 20036.

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ISSN #0160 3582

SPEC KIT #88 -- October, 1982

CORPORATE USE OF RESEARCH LIBRARIES

TABLE OF CONTENTS

PAGE

Services to Business and Industry 1
Response Summary, SPEC Telephone Survey

STATE AND UNIVERSITY PROGRAMS
Penntap: Pennsylvania Technical Assistance Program Network 6
Penntap: Library Information System
Pennsylvania State University Libraries

CTRC: Services and Resources 8
CTRC: Colorado Technical Reference Center 12
University of Colorado Libraries

Industrial Liaison at the Massachusetts Institute of Technology 16
Library and Related Services
Symposium program: "Libraries and Information Science" 23
Massachusetts Institute of Technology Libraries

ILR: Access 27
ILR Associates 30
School of Industrial and Labor Relations, Cornell University

The Third Year: A Report to the Membership 32
Center for Business Research, C.W. Post Center,
Long Island University.

RECORDS AND STATISTICS
Literature search request 42
Michigan Information Transfer Source,
(MITS) University of Michigan

Application for Membership 43
Industrial Information Services,
Southern Methodist University

Information Service User Record 45
Monthly Statement 46
Lehigh University

Document Delivery Service Statistics, Non-University Affiliates 47
University of New Mexico

Summary of Access Activity, 1978-1981 48
Cornell University Library

Business, Government and Industrial Use of the MIT Libraries 49
Massachusetts Institute of Technology Libraries

NEEDS ASSESSMENT AND SERVICES

TIDS Market Survey Questionnaire and Results 53
Stanford University Engineering Library

Letters offering services 58
John Crerar Library

Minimum Levels of Reference Service 62
Massachusetts Institute of Technology Libraries

Business Information Guide (Excerpts) 63
Center for Business Research, C.W. Post Center,
Long Island University

Excerpt, Study on Fee-Based Services, New York Public Library 68

USER PUBLICITY

CTRC Newsletter 69
Colorado Technical Reference Center, University of Colorado

"Rice Information and Communication Exchange," 77
Fondren Library Bulletin, October, 1981.
Rice University

Document Delivery Service (for Non-University Affiliates) 80
University of New Mexico General Library

Information Exchange Center 83
Georgia Institute of Technology

Industrial Information Services 86
Southern Methodist University

Introducing the Lehigh University Libraries Information Service 89
Annual Subscription description
Lehigh University

Information Services, University of Wisconsin 92

Services to Outside Users 95
Massachusetts Institute of Technology Libraries

Michigan Information Transfer Source 98
Schedule of Fees 101
University of Michigan Library

OFFICE OF MANAGEMENT STUDIES

ASSOCIATION OF RESEARCH LIBRARIES 1527 New Hampshire Avenue, N.W., Washington, D.C. 20036 • (202) 232-8656

SPEC CENTER TELEPHONE SURVEY
SEPTEMBER 1982
CORPORATE USE OF RESEARCH LIBRARIES
SERVICES TO BUSINESS AND INDUSTRY

QUESTIONNAIRE RESPONSE SUMMARY

Number of respondents: 23

1. Does your library have a special fee-based unit or plan for serving the business, industrial and research communities?
   - Yes: 16
   - No: 4
   - In planning stages: 3

NOTE: ONLY THOSE ANSWERING "YES" ARE INCLUDED IN THE FOLLOWING RESPONSE SUMMARY. Responses and comments are listed after each question; not all libraries answered all questions.

2. How does the service fit into the library's administrative structure?
   - Separate service: 5
   - Part of existing units' functions 11

3. Is the library's service part of an overall state or university program of services to business and industry?
   - Yes: 5
   - No: 11

4. What is the cost recovery policy for the services?
   - Recover all costs: 3
   - Recover partial costs: 11
   - Contribution only: 1
   - Part of university program--no charge: 1

   Comment: the university contributes 10% of costs; we recover other costs.

5. What type of staffing does the unit have?
   a. One professional, one clerical, 9 students, technical specialists and consultants as needed.

   b. 1.5 professionals, 1 clerical, students.

   c. Reference librarians on a time available basis.

   d. Uses existing staff (5 libraries)

   e. 5 librarians, 3 graduate assistants, 4 clerical employees and consultants as needed.

   f. 4 FTE: 1 professional, 1 paraprofessional, and students.

   g. 1.5 librarians, 2 paraprofessionals, 2 clerical, 2.5 students (FTE) plus an occasional consultant.

h. 1 library technical assistant and professional attention as needed.

i. Professional staff, clerical staff, and technical specialists.

j. One professional librarian, part-time.

6. How do users obtain services from the unit?
   Contractual arrangement or membership: 8
   By individual request: 8

   Comments:
   a. As needed; no miminum and no subscription fee.

   b. Deposit accounts are maintained for frequent users.

7. How do you identify and contact potential users?
   Direct mail promotion: 5
   Yellow pages ad: 0
   Advertisements in local media: 4
   Referral from other library service units: 3
   "Word-of-mouth:" 7
   Personal contact: 4

   Comments:
   a. Speeches at meetings, and exhibits.

   b. No special publicity (4 libraries).

   c. Through the university program for business and industry and through SLA.

   d. Exhibits, meetings, and articles on the service.

   e. Speeches at meetings, and exhibits.

   f. We've tried a lot of approaches, but nothing really works very well except "word of mouth."

   g. Through the state/university program.

   h. Through the alumni magazine.

   i. We haven't promoted it in over 5 years. We have a small staff and a heavy volume.

8. What organizations and groups use your services?

   a. More than 500 companies, 35% outside the state.

   b. Half are special libraries in corporations, and others are small businesses, and corporations.

   c. Small business, corporations, and individuals. Many small companies are infrequent users (2-3 times per year).

   d. Corporations, government agencies, and law firms.

   e. Medium-sized, high technology using companies.

   f. Over half the requests are from outside the region.

   g. We have 9 customers, some out of state. Some have their own libraries, but others do not.

   h. Our services are used by banks, consultants, public utilities, and high technology companies.

   i. We serve 400 companies a year, 80 every month--many are in the aerospace and computer industries.

   j. 400 companies a year use the service. Lawyers and consultants are perhaps 15%, and corporations, 70-80% of the business. Small research firms and government agencies account for the remainder.

9. Are you considering expanding or decreasing your services?
   Expanding: 5

   Comments:
   a. We will enroll more members.

   b. We would like to add staff.

   c. We are beginning fee-based reference service and would like to add a staff member.

   d. We are considering bringing together and expanding our services.

   Decreasing: 1

   a. Because we need to provide better service to our primary clientele.

   No change: 10

General Comments:

a. Our relations with corporate libraries are very good.

b. We make checks on the quality of our work, and redo searches if necessary, without charge.

c. We have a formal contractual arrangement with company libraries. The librarians are normally the liaison to our services for their companies.

d. We find 90% of what is requested on campus. Our request load has increased every year, and questions are more sophisticated now. Clients come in with very specific needs.

e. In establishing our services, we have been basically reactive to expressed needs. People simply want more services now.

f. Research in the corporate sector is increasing. Large corporations with their own libraries use our service, and so do small businesses, research firms, and individuals.

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Special Services Offered to Business and Industry*

1. Library borrowing privileges (4)
2. Literature searches: Manual (10)
   Online (12)
3. Document Delivery: From local collection (11)
   Interlibrary loan (11)
4. Research
   a. State of the art reports (3)
   b. Research and reference service (11)
   c. Patent searches (3)
   d. Referral services (9)
   e. Current awareness/SDI (8)
   f. Translations (4)
   g. Indexing (2)
5. Audio-visual services: Materials preparation (1)
6. Library tours (1)
7. Library instruction (1)
8. Consultation: organizing and evaluating collections; setting up libraries; other (7)

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*Because this list was constructed from information brochures sent by the respondents, it may not include all services offered by the units. Some brochures indicate that users should discuss individual needs with service personnel and assistance will be provided as required.

STATE AND UNIVERSITY PROGRAMS

PENNTAP

Pennsylvania Technical Assistance Program Network

PENNTAP, the Pennsylvania Technical Assistance Program, is an action program, results-oriented, designed to assist you in getting a better return on your tax dollar by making available in understandable terms appropriate scientific and technical information. The service costs you nothing.

The mere availability of technical information does not insure its use. The quantity of scientific knowledge, doubling every eight years, is growing faster than society's present ability to assimilate it. Last year, it was estimated that fifty percent of the $27 billion spent in research and development was wasted because of duplication.

PENNTAP leads the nation in linking all areas of technical knowledge into a statewide, nonduplicating technical information network as an expanded public service concept of Continuing Education. By providing possible solutions to existing problems, PENNTAP hopes to assist the Commonwealth of Pennsylvania in eliminating waste and in achieving greater economic and social benefits.

Designed to provide quick response, the PENNTAP network will assist municipalities, industries, health agencies, governmental organizations, community organizations, and others in the transfer and application of scientific and technical information to solve a problem. The response, for example, might consist of printed technical information in answer to a specific question; it might be a referral to a consultant, manufacturer, or state agency; or it might require an on-the-spot visit by one of the technical field specialists.

The concept is to provide service. Even those questions that are outside the scope of PENNTAP will be referred to an organization or individual that can provide the help needed.

The total PENNTAP program will consist of a number of projects to assist in the delivery and application of scientific and technical information. Projects for the current year include selected workshops and short courses; the Library Information System to provide written possible solutions to existing problems; the Sound of Progress radio broadcast to create a greater awareness; and the work of technically qualified field specialists to aid the user in defining and solving his problems.

HOW DOES A USER CONTACT PENNTAP?

Each of the Continuing Education offices at 24 locations throughout the Commonwealth serves as a "receiving station." A person desiring information concerning PENNTAP or its services calls or writes the nearest Penn State Continuing Education office and states that he is interested.

WHAT DOES THE CONTINUING EDUCATION OFFICE DO?

Upon receiving an inquiry for PENNTAP services, the Continuing Education office secures the individual's name, address, and telephone number, and assures him that his inquiry will receive prompt attention. This basic information is all that is required. The inquirer need not discuss technical matters or specific details.

HOW WILL PENNTAP RESPOND TO THE INQUIRY?

A member of the PENNTAP organization will contact the inquirer, determine the nature of the technical problem, and locate an existing unit which can most readily handle the inquiry.

A program administered by The Pennsylvania State University with partial support from the Pennsylvania Department of Commerce to disseminate scientific and technical information for the economic and social benefit of the Commonwealth.

Contributed by Pennsylvania State Univ.

PENNTAP

Library Information System

The Library Information System, an integral part of the Pennsylvania Technical Assistance Program (PENNTAP), searches and makes available a copy of published scientific and technical literature in response to specific problems in the Commonwealth.

The Library's role is to keep Commonwealth concerns up-to-date on the latest methods and devices in their area of interest. Hopefully, the suggested solutions provide the information needed to solve the problem quickly and economically.

Commonwealth businesses, industries, municipalities, health organizations, government agencies, civic groups, and individual entrepreneurs using the resources of the Library Information System can:

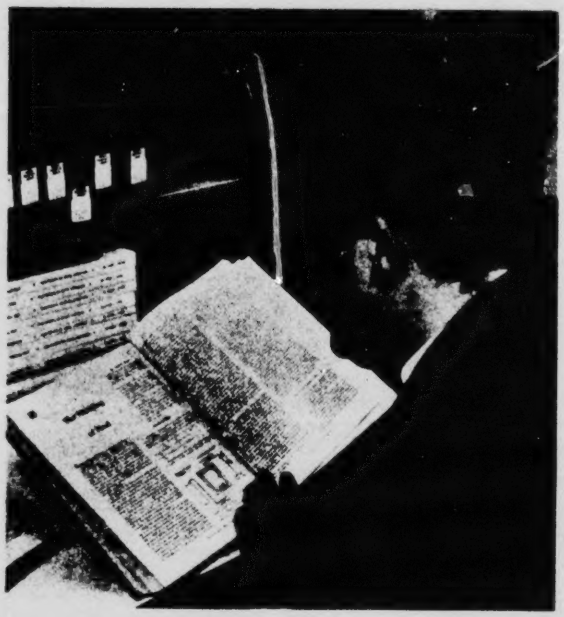
Improve products or services through an awareness of innovations in their field of interest;

Reduce the amount of duplication of research; and

Increase the rate of production, lower cost ratio, and increase income by getting assistance with their problems.

The Library Information System taps every known source of technical information including the library network at The Pennsylvania State University, inter-library loan in cooperation with state and national libraries, special libraries, government depositories, and professional association libraries.

In a few instances where a concern might require information on some highly specialized field that is not a part of the present library system collections, they would be assisted in finding an appropriate source outside the system. If published literature on prior research does not exist or cannot be found, the concern will be referred to other possible sources, such as manufacturing consultants, or commercial information centers.



PENNTAP – Library Information System
The Pennsylvania State University
Pattee Library
University Park, Pennsylvania 16802

Telephone: (814) 865-9242
(814) 865-0427

or by requesting PENNTAP's services from any of the 23 Continuing Education offices of the University throughout the Commonwealth.

CTRC is an information service specifically designed to provide people in business, industry, and government with answers to questions as quickly as possible.

CTRC professionals are specialists in the science of information—they know where to look to find the answers and they know when to stop.

COLORADO TECHNICAL REFERENCE CENTER

SERVICES

CTRC is an information service specifically designed to provide people in business, industry, and government with answers to questions as quickly as possible. We are specialists in the science of information—we know where to look to find the answers and we know when to stop.

Individuals, perhaps even your competitors, use CTRC's services to determine markets for their products, to uncover obscure data and statistics, to review the technical literature, and to stay current with all that is published in their area of interest. Our goal is to help you determine your real information needs and to provide you with whatever is required to satisfy those needs.

CTRC uses the latest computer technology to scan the world's literature. A COMPUTER LITERATURE SEARCH can compile a list of relevant journal articles, books, technical reports, or patents on any topic in minutes. Because of the nature of computer searching and the capacity for keyword searching of any word in a title or abstract, documents can be retrieved that would be difficult or impossible to find in a printed index. A computer literature search has replaced long hours in a library with an efficient, sophisticated retrieval process and has been proven cost effective.

SEARCH UPDATES are automatic, bimonthly computer literature searches designed to keep you aware of what is being published in your field as soon as this information becomes available. A search update scans thousands of journals exposing you to ideas in the related fields that border your discipline. The abstracts allow you to decide the best way to spend your reading time.

When you need an answer to a specific question and this answer cannot be found using computer sources, CTRC's REFERENCE SERVICE will use traditional library resources and, in many cases, nontraditional innovative techniques to find the answer you need. We have contacted people in the Soviet Union, Kenya, Australia, and Brazil in our search for answers.

Our location in Norlin Library, the main academic library on the University of Colorado's Boulder campus, gives us immediate access to a vast wealth of resources including over two million books, 10,000 journal subscriptions, and a government publications depository library. CTRC's DOCUMENT DELIVERY SERVICE will have a photocopy or loan of any circulating item in the collection in the mail to you within 48 hours. Our INTERLIBRARY LOAN SERVICE will provide you with documents, worldwide.

When published information is not the answer to your question, CTRC will refer you to people who can help. CTRC is a program of the Office of University-Industry Relations which provides the link between the University's resources, including the faculty, and the needs of the business community. The Small Business Assistance Center, another program of the Office, provides consulting in the areas of finance, marketing, production, and other business problems.

RESOURCES

National Online Search Services

Lockheed Information Systems, California
System Development Corporation, California
Bibliographic Retrieval Services, New York

which provide access to over 125 databases including:

Engineering Index
Chemical Abstracts
World Patent Index
Predicast Market Abstracts
New York Times Information Bank
NTIS Government Technical Reports
Dissertation Abstracts

CTRC's COMPUTER LITERATURE SEARCHES cover journal articles, books, technical reports, conference proceedings, patents, dissertations, newspapers, market statistics, government activities, and current research in progress.

National Information Collections

Center for Research Libraries
Library of Congress
New York Public Library
University Microfilms
United States Government Printing Office
Chemical Abstracts Service
British Lending Library

CTRC has deposit accounts and 10 years working relationships with these and other major information sources throughout the United States and Europe.

Ohio College Library Center (OCLC)

Over four million records from the Library of Congress' MARC tapes are available through this online cataloging system. CTRC uses OCLC to determine which libraries own the document you need.

University of Colorado's Major Academic Reference Collection

Stockholder and financial reports published regularly by U.S. and foreign companies including most of the companies listed on both the New York and American Stock Exchanges and on *Fortune Magazine*'s list of top 500 companies. Also includes reports on Colorado companies and the regional stock exchanges.

Over one million research and development reports resulting from unclassified research sponsored by the U.S. government. These include NASA, DOE, and Department of Defense reports.

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Extensive publications of international organizations such as United Nations, UNESCO, World Meteorological Organization, International Telecommunications Union, and the International Atomic Energy Agency.

Publications of engineering and mining societies—IEEE, AICHE, ASME, AIME, SAE.

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Wyoming Minerals
.... and many others

2

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. . . and many others

Colorado Technical Reference Center
Campus Box 184
University of Colorado
Boulder, Colorado 80309
(303) 492-8774

Name ______________________________

Organization ______________________________

Address ______________________________

City ______________________________

State ______________ ZIP ____________

Phone number ______________________________

Nature of company's business ______________________________

____

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CTRC uses the latest computer technology to scan the world's literature. A COMPUTER LITERATURE SEARCH can compile a list of relevant journal articles, books, technical reports, or patents on any topic in minutes.

SEARCH UPDATES can keep you aware of what is being published in your field as soon as this information becomes available.

CTRC's REFERENCE SERVICE has contacted people in the Soviet Union, Kenya, Australia, and Brazil in our search for answers.

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Colorado Technical Reference Center Rate Schedule

Effective February 1, 1981

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Fact Finding	$30.00 per hour, $5.00 minimum
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Search updates:	
Bimonthly	$15.00 plus cost for offline prints; each additional database $8.00
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DOCUMENT DELIVERY

Materials within University of Colorado Libraries:

$5.00 per item with valid call number.

Loan of books	$6.00 per book
Photocopy	$6.00 for 10 pages or less; additional pages $.20 each
Government documents	$7.00 per item for 10 pages or less; additional pages $.20 each
Paper enlargements of microforms	$6.00 per title; pages are $.25 each
Fiche to fiche	$6.00 per title; additional fiche $.35 each
Language translators	CTRC provides a free list

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City ______________________________

State ______________ ZIP ____________

Phone number ______________________________

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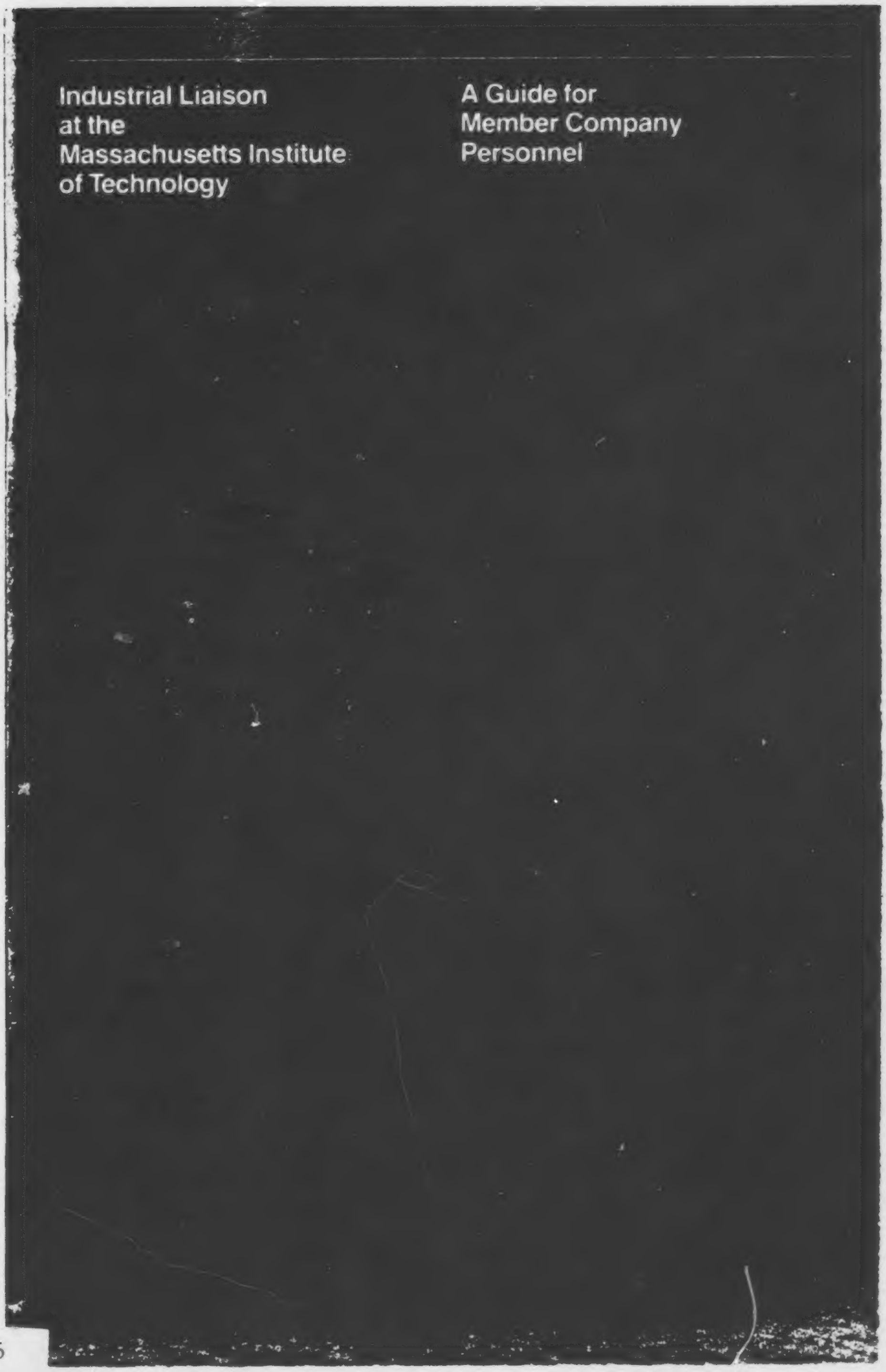
This deposit entitles you to a 5 percent discount as long as the account is maintained. You will receive monthly statements of the balance in your account.



Industrial Liaison
at the
Massachusetts Institute
of Technology

A Guide for
Member Company
Personnel

Industrial Liaison Services

MIT's liaison programs provide convenient access to the many resources of the MIT community. Three principal services put you in contact with the Institute's faculty and staff and keep you abreast of the wide range of research activities in progress at MIT.

Visits to and from MIT faculty and staff enable you to discuss their research projects and to address questions relevant to your own activities.

Publications distributed by the liaison programs, particularly the annual *Directory of Current Research* and the "Monthly List of Publications," allow you to identify specific research interests and to obtain the latest reports by MIT faculty and staff in these areas.

Symposia and Seminars disseminate research information on topics of interest to a number of member companies.

The Liaison Officer

Each of our basic services, described in detail in the following sections, is complemented by many additional services tailored to your needs and made available through your Liaison Officer, an individual whose industrial experience and thorough knowledge of the Institute qualifies him or her to serve as your personal representative. Your Liaison Officer will help you to utilize the services of the liaison program and to plan your interactions with MIT faculty and staff. Specifically, **your Officer will:**

visit your company's various divisions to meet with people in technical and management areas to ascertain their interests, problems, and appropriate interfaces at MIT;

alert you to special opportunities at MIT that may be of particular interest (educational programs, patents, research developments);

respond to specific inquiries, whether you are investigating a new interest, reviewing the state of the art in a particular problem area, or seeking to broaden your knowledge of research that is already familiar to you;

arrange and host your visits with faculty and staff at MIT to discuss areas of common interest; and

identify faculty or staff members who might serve as consultants, supplementing visits sponsored by the liaison program with more confidential discussions of your particular needs.

The Company Contact

Each member company is expected to designate a senior member of its staff as the principal contact in its relations with the liaison program. Additional contacts may also be designated within each major division of a member company. The Liaison Officer interacts extensively with this contact to bring opportunities at MIT to the attention of the appropriate members of the company staff.

Typically, **the company contact will** be called upon to:

serve as the Liaison Officer's primary contact at the company;

arrange visits to the company by MIT faculty and staff who will present seminars and meet with appropriate company personnel;

arrange the Liaison Officer's visits to the company to meet with key personnel;

help to establish and maintain the liaison program mailing list to disseminate information to appropriate company staff members; and

stimulate and monitor the organization's interaction with MIT to ensure that company personnel are familiar with liaison program services and the resources available to them at the Institute.

The choice of a company contact is a key factor in determining the success of the company's membership. The individual selected should have a good overall perspective of the company's activities and areas of possible diversification and should be aggressive in pursuing new ideas or technologies that appear relevant to the company. Also, there appears to be a correlation between the seniority of the company contact and his or her ability to motivate the company to seriously evaluate new ideas.

The Liaison Officer and the company contact work together to ensure that the organization's interaction with MIT is successful and productive.

Directory of Current Research

The *Directory of Current Research* is a comprehensive guide to research activities in progress at MIT. The *Directory* is updated annually and contains approximately 2500 project descriptions. Projects are organized by department or interdisciplinary center and may be located by consulting the subject index or the listings under appropriate department headings or subheadings.

Bibliography Cards, which are updated periodically, are maintained for each project included in the *Directory*. A request for a bibliography should be accompanied by the corresponding project number from the *Directory of Current Research*. Copies of research reports and other papers listed on the Bibliography Card as "available (AV)" or "single file (SF)" may be requested by both AP and ILP members at no cost from ILP Publications, MIT, Room 39-513. Other papers are included on the reference sheet for your information. An example on pages 6 and 7 illustrates the relationship between a *Directory* project, the associated Bibliography Card, and a report available from the ILP.

Occasionally (most often in cases involving new research activities), the Publications Office will have no record of reports or papers produced in association with a given *Directory* project. If you receive a Bibliography Card indicating that no publications are available, you may want to ask your Liaison Officer to help you to obtain the information you require or to arrange an on-campus visit with the faculty member conducting the research.

The *Directory* can be used to identify specific topics of interest and to request bibliographies and reports on pertinent research projects. Your Liaison Officer can direct you to researchers associated with *Directory* projects whom you may wish to call or visit at MIT. Your Officer can also keep you informed of new research activities initiated since the publication of the latest *Directory*.

"Monthly List of Publications"

The "Monthly List of Publications" (MLOP) provides timely access to many of the latest documents produced at MIT. You may request any of these manuscripts, working papers, departmental annual reports, compilations of graduate thesis abstracts, or reports of conference proceedings by returning one of the tear-out postcards found on the back cover of the publication.

All entries in the MLOP are accompanied by "DCR" numbers referring you to associated projects in the *Directory of Current Research*. The annual *Directory* is used to identify MIT research activities in your field or to locate projects in a new area of interest. The "Monthly List of Publications" brings you up-to-date reports and papers to keep you informed of the progress of these ongoing research activities.

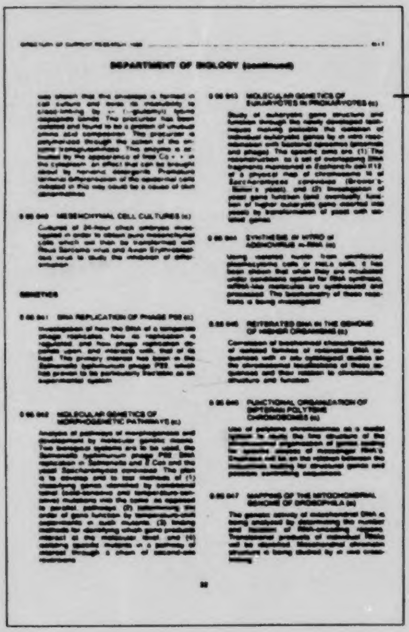
A section of the MLOP entitled "New Projects at MIT" describes research activities initiated since the publication of the last *Directory of Current Research*. This section of the "Monthly List of Publications" will bring you information on the latest research projects at the Institute.

In addition, you will find inventions for which patent applications have been filed, or for which MIT has recently been granted patents, described on the front inside cover of the "Monthly List of Publications." Additional information pertaining to these inventions may be obtained from your Liaison Officer.

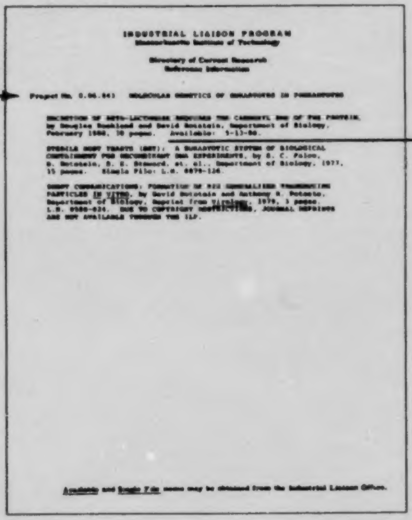
Special videotape courses, available to ILP and AP members at a 20% discount, are periodically announced in the MLOP. Call the Associates Program at (617) 253-6291 for more information about this service.

Publications Associated with *Directory of Current Research* Projects

Page from the *Directory of Current Research*



Bibliography Card, furnished by ILP in response to request for information on project 0.06.043



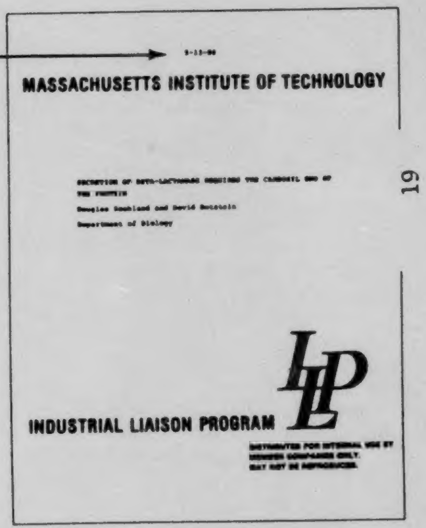
INDUSTRIAL LIAISON PROGRAM

Available (AV)
Has appeared in "Monthly List of Publications." Multiple copies on file for immediate distribution.

Single File (SF)
Available through ILP; however, only one copy on file. Requires additional time to retrieve and photocopy.

Other
Included for reference purposes only. Generally not available from ILP.

Cover Page of a report available from ILP



MASSACHUSETTS INSTITUTE OF TECHNOLOGY

INDUSTRIAL LIAISON PROGRAM

19

31

32

On-Campus Conferences and Faculty Visits

The liaison programs provide members with many opportunities to interact with the MIT faculty and staff. Such interaction has proven remarkably useful to member organizations over the years, and many company personnel feel that this is the most beneficial of the liaison services. You are encouraged to **visit MIT to meet with faculty and staff** working on projects in your field of interest. Your Liaison Officer's knowledge of your company's interests and familiarity with the MIT research community will enable him or her to direct you to the most appropriate researchers in a given field. If you are prompted to inquire about a specific research topic as a result of reading a project description from the *Directory of Current Research* or a report from the "Monthly List of Publications," please contact your Liaison Officer (preferably 10 or more working days in advance) to make arrangements for a visit to MIT. A typical appointment with an individual researcher will last approximately an hour, and several appointments may be scheduled throughout the day of your visit. Your Officer will be happy to schedule all of your appointments and to host your visit while you are on campus.

Your company may choose to send a large group of people to MIT for a *research briefing* designed to address its own needs and interests. Topics and speakers for these meetings are decided upon in discussions between the company's representatives and its Liaison Officer. Due to the logistical problems associated with a meeting of this type, it is advisable to allow several months lead time for proper planning to assure the presence of your key personnel and appropriate faculty members at MIT.

Whenever possible, the MIT liaison programs will also sponsor **visits to your company by MIT faculty and staff** who are traveling in your immediate area. These visits allow many member company personnel to interact with MIT researchers whose investigations complement their own work. At a typical company visit, a researcher will spend a half to a full day presenting informal briefings on his or her research; observing company activities and meeting with personnel to ascertain their research needs and interests; and exchanging information and ideas on topics of mutual interest. When the liaison programs sponsor a faculty member's visit, all travel expenses are covered and it is not necessary to offer an honorarium to the faculty member. These visits are scheduled in accordance with the faculty member's travel plans. Your Liaison Officer will also be happy to arrange company-sponsored visits which can be more easily scheduled for your convenience.

Conferences and visits sponsored by the liaison programs foster relationships which benefit the companies involved and broaden the scope of MIT's research programs. Such visits complement the academic perspective with an awareness of industrial research interests and activities and bring industry up-to-date on the latest research developments at the university.

Symposia and Seminars

The MIT liaison programs sponsor a fall and a spring series of symposia and seminars each year. A *symposium* reports on a broad research area of interest to many of our member companies. Topics are chosen to address both technical and management concerns in each series. Symposia feature several speakers from the MIT faculty and staff. There are no registration fees or restrictions on the number of attendees per member company.

A half-day *seminar* is a more specialized meeting addressing a technical issue relevant to a particular group of member firms. These meetings are often held away from MIT for the convenience of the participating member companies.

A general announcement of each spring and fall series is distributed approximately two months before the first meeting. Detailed programs for each symposium and seminar may be obtained by submitting a "program request card" from the back cover of the series announcement. Programs are mailed four to six weeks before the meeting, and registration forms are provided on the back cover of each program.

Library and Related Services

Library cards are available at no charge to member company personnel, providing access to all MIT libraries and reading rooms and the privilege of borrowing materials (excluding journals and theses) in accordance with MIT's usual library loan policies. Requests for cards should be directed to your Liaison Officer. The Library must have both your business and home addresses before issuing your card.

Free interlibrary loan service is also available. All loans are subject to the American Library Association Interlibrary Loan Code. Requests from your company's librarians should be directed to MIT's Interlibrary Borrowing department at (617) 253-5684.

The MIT Computerized Literature Search Service (CLSS, formerly NASIC) provides access to many computer-based indexes in science, engineering, management, the social sciences, and the humanities. Fees for this service vary in relation to the computer time required, the database used, and the number of citations printed. Contact the CLSS office (MIT, Room 14SM-48, telephone 617/253-7746) for more information or to schedule your literature search.

The Microreproduction Laboratory (MIT, Room 14-0551, telephone 617/253-5668) has complete facilities for microfilming and producing paper prints of theses and other library materials. Copies of MIT theses should be ordered directly from the Microreproduction Laboratory, preferably on forms available from the liaison programs. A special discount is available to members who identify themselves as such on their orders.

Additional Services

"Reports on Research" is a newsletter providing nonspecialists with an overview of some of the research activities in progress at MIT. The publication is issued nine times a year by the MIT News Office on behalf of the liaison programs. To subscribe to "Reports on Research," please contact your Liaison Officer.

MIT's *Technology Review* explores new developments in science, technology, and policy and examines their impact on modern life. Subscriptions are available to members at a 50% discount; inquiries should be directed to your Liaison Officer. Member companies advertising in *Technology Review* will be granted a discount rate of 25%. To place an ad, contact the magazine directly at (617) 253-8255, or write to *Technology Review*, MIT Room 10-140. Be sure to mention that your company is a member of the AP or ILP.

The MIT Press publishes professional literature, textbooks, journals, and books of general interest. Member organizations receive a 40% discount on all books published by MIT Press. To order a book, write to Order Department, MIT Press, 28 Carlton Street, Cambridge, Massachusetts 02142, or call (617) 253-2884. Indicate that your company is entitled to a 40% discount as a member of a liaison program. To order a journal, write to the Circulation Manager, Journals Department, at the above address; or call (617) 253-2889. Please mention that ILP and AP member organizations receive a 20% discount on all journals.

Members also receive a 20% discount on the purchase or rental of videotaped courses produced at the MIT Center for Advanced Engineering Study and distributed through the Associates Program. Call or write to the Associates Program (MIT, Room 4-240, 617/253-6291) for more information concerning this service.

In addition, **the following material is distributed to member companies:**

annual reports detailing the activities of some of MIT's departments and interdepartmental laboratories;

announcements of Summer Session short courses designed to assist professionals in government and industry to keep pace with developments in their fields;

notices of conferences sponsored by MIT departments, interdepartmental laboratories, and others that may be of interest to your company; and

announcements of special courses and seminars produced in Europe and Japan to address the particular needs and interests of our members abroad.

Transportation

MIT is located in Cambridge just across the Charles River from Boston. Consequently, it is convenient to Logan Airport as well as to most Boston and Cambridge hotels.

Unless you need an automobile to travel to outlying suburbs, it is advisable to rely on taxis and public transportation.

From the airport, MIT is about 20 minutes by taxi. There is a Share-A-Cab option available at the airport to allow you to share a taxi for half-fare when traveling to Boston, Cambridge, and the suburbs. You can also reach MIT and other Boston/Cambridge locations by the MBTA (rapid transit).

From most hotels in the center of Boston, it is about a 15 minute taxi ride to MIT. You will normally stop at the office of either the Industrial Liaison Program or the Associates Program, depending upon your organization's affiliation, when you arrive at the Institute. The Industrial Liaison Program is on the 6th floor at *60 Vassar Street* in Cambridge; the Associates Program is on the 2nd floor of Building 4 at *77 Massachusetts Avenue*.

If you do come by automobile when visiting MIT, please advise your Liaison Officer *in advance* so that he or she can make a parking reservation for you. *There are no regular visitor parking areas at MIT.*

Hotels

The following is a list of some of the hotels in the Boston/Cambridge area that are located within 2 miles of the Institute. The Hyatt Regency, Sheraton Boston, Hotel Sonesta, and Hotel Colonnade are within a mile of MIT.

Copley Plaza
Copley Square
Boston, Massachusetts 02116
(617) 267-5300

Dunfey's Parker House
60 School Street
Boston, Massachusetts 02107
(617) 227-8600

Holiday Inn
Government Center
Boston, Massachusetts 02114
(617) 742-7630

Hotel Colonnade
120 Huntington Avenue
Boston, Massachusetts 02116
(617) 261-2800

Hotel Commander (Sheraton)
16 Garden Street
Harvard Square
Cambridge, Massachusetts 02138
(617) 547-4800

(Continued)

Hotel Ritz-Carlton
15 Arlington Street
Boston, Massachusetts 02117
(617) 536-5700

Hotel Sonesta
5 Cambridge Parkway
Cambridge, Massachusetts 02142
(617) 491-3600

Howard Johnson's
(formerly Fenway Cambridge)
777 Memorial Drive
Cambridge, Massachusetts 02139
(617) 492-7777

Hyatt Regency
575 Memorial Drive
Cambridge, Massachusetts 02139
(617) 492-1234

Sheraton Boston
39 Dalton Street
Prudential Center
Boston, Massachusetts 02199
(617) 236-2000

MIT's liaison programs are designed to make it as easy as possible for you to make use of the Institute's resources. We hope that this brochure has helped to familiarize you with the services of the Industrial Liaison Program and the Associates Program.

If you have questions or comments regarding this brochure, or if you can suggest any new or improved services that the MIT liaison programs might offer to their member organizations, please contact your Liaison Officer or the Director of Industrial Liaison, Professor James D. Bruce (MIT, Room 10-219, telephone 617/253-3103). Your interest in MIT and its liaison programs is greatly appreciated.

Holidays Observed by MIT

New Year's Day	January 1 (or Friday preceding or Monday following if on Saturday or Sunday)
Martin Luther King Day	January 15 (or Friday preceding or Monday following if on Saturday or Sunday)
George Washington's Birthday	Third Monday in February
Patriots' Day	Third Monday in April
Memorial Day	Last Monday in May
Independence Day	July 4 (or Friday preceding or Monday following if on Saturday or Sunday)
Labor Day	First Monday in September
Columbus Day	Second Monday in October
Veteran's Day	November 11 (or Friday preceding or Monday following if on Saturday or Sunday)
Thanksgiving	Fourth Thursday in November
Christmas	December 25 (or Friday preceding or Monday following if on Saturday or Sunday)

Industrial Liaison Program, Room 39-651
Massachusetts Institute of Technology
77 Massachusetts Avenue
Cambridge, Massachusetts 02139

LIBRARIES AND INFORMATION SCIENCE

Mr. Jay K. Lucker
Symposium Chairman
and Director of
MIT Libraries

23

Wednesday
January 14, 1981

Kresge Auditorium

INDUSTRIAL LIAISON PROGRAM SYMPOSIUM
Massachusetts Institute of Technology

LIBRARIES AND INFORMATION SCIENCE

The symposium is directed towards information managers, library directors, and others in member companies concerned with information storage, retrieval, and dissemination. The program consists of three major elements: 1) current research at MIT in information retrieval and distribution; 2) current trends and developments in library and information science that would have an impact on and be of interest to participant companies: bibliographic networks and utilities; federal legislation and programs; records management and archives; new technological applications such as microcomputers, word processing equipment, and automated systems; new bibliographic services, both on-line and manual; copyright; and 3) services provided by the MIT Libraries to Industrial Liaison Program and Associates Program companies including direct access, interlibrary loan, photocopy and microfilm services, on-line data base searching, reference, and consultation.

AGENDA

Wednesday, January 14, 1981

8:30 Registration: Kresge Auditorium

9:00 INTRODUCTION
Mr. Jay K. Lucker

9:15 ON-LINE INFORMATION SERVICES: A REVOLUTION IN PROGRESS
Ms. Mary E. Pensyl

9:55 ARCHIVES AND RECORDS MANAGEMENT
Ms. Helen W. Slotkin

10:30 Coffee Break

11:00 DEVELOPMENTS IN MICROGRAPHICS
Mr. Peter R. Scott

11:40 NEW TECHNOLOGY APPLIED TO LIBRARIES AND INFORMATION SERVICES
Mr. John Linford

12:15 Lunch: Sala de Puerto Rico, Student Center

1:30 RESEARCH AT MIT IN ELECTRONIC INFORMATION-TRANSFER SYSTEMS
Professor J. Francis Reintjes

2:15 IMPACT OF THE FEDERAL GOVERNMENT ON LIBRARIES AND INFORMATION SERVICES
Mr. Jay K. Lucker

3:00 TOURS AND DEMONSTRATIONS
1. Microreproduction Laboratory
2. Barker Engineering Library
3. Computerized cataloguing and interlibrary loan systems
4. Chemistry Reading Room

4:00 Wine and Cheese Reception (Stein Club Map Room, Hayden Library, Room 14S-100)

9:15

ON-LINE INFORMATION SERVICES: A REVOLUTION IN PROGRESS

Mary E. Pensyl
Head, Computerized Literature
Search Service
MIT Libraries

On-line information services as we know them today began in the late 1960's and the early 1970's. Although computer literature searching was met initially with tepid interest by the library community, computer-based retrieval services are now considered an indispensable part of dynamic information services in all types of organizations. The number of both bibliographic and source data banks has proliferated over the decade. More than 450 are now available on-line, with the number and variety of data bases growing at a tremendous rate. Whatever impact this technology has had on the professional information community so far, technical advances and other developments in progress are likely to affect dramatically the future course of information retrieval. After tracing the historic development of these services, this address will provide an overview of new trends and developments -- both technical and economic -- that will have an impact on the delivery of on-line services in libraries and information centers.

9:55

ARCHIVES AND RECORDS MANAGEMENT

Helen W. Slotkin
Institute Archivist and Head,
Special Collections
MIT Libraries

Any discussion of information needs must include consideration of the records of one's own business. Performance of administrative, legal, historical, and research and development functions requires access to information about the growth, development, changing patterns, and operations of one's company. The creation and maintenance of paper and machine-readable records are extremely expensive, and as the volume increases it is profitable to analyze this process carefully. Records have a life cycle, from creation to either ultimate destruction or permanent preservation. A records management and archival program assures both the logical flow of information and its accessibility to the administration and staff of a business.

11:00

DEVELOPMENTS IN MICROGRAPHICS

Peter R. Scott
Head, Microreproduction Laboratory
MIT Libraries

Two areas of micrographics are developing most rapidly. They are CAR (Computer Assisted Retrieval) and SOM (Small Office Micrographics). These developments will have a considerable impact on information handling. New systems tie the search capabilities of small and large computers to high density micrographic stores of information utilizing automatically retrievable roll film, microfiche, and ultra fiche. In many instances, the systems depend on new types of cameras and materials capable of yielding micro images instantaneously, without wet processing. This presentation will review the new systems and their potential application to libraries and other information centers and will also provide a brief review of micrographic image storage materials, their characteristics and permanence.

11:40

NEW TECHNOLOGY APPLIED TO LIBRARIES AND INFORMATION SERVICES

John Linford
Director
NELINET, Inc.

First came the "information explosion." Now we have the "information technology explosion." A new revolution is in progress, one based on electronics and information, computers, and telecommunications. There will be radical changes in the way people, businesses, and institutions do business, and there will be great opportunities as well. The major cause of the revolution: (1) the ability of anyone to talk "immediately" to anyone else, (2) the ability of anyone to own a computer. The major effects: (1) an exponential increase in the amount of creative intelligence applied to problems, (2) the reduced need for hierarchical structures for communication and control.

1:30

RESEARCH AT MIT ON ELECTRONIC INFORMATION-TRANSFER SYSTEMS

J. Francis Reintjes
Professor Emeritus and Senior Lecturer
Department of Electrical Engineering
and Computer Science
MIT

Modern digital technology has potential for providing alternatives to the way libraries currently deal with their bibliographic services and serials holdings. Two ongoing research projects in library-information transfer at the Laboratory for Information and Decision Systems will be discussed. In one of these, an end-user-oriented translational interface for a network of heterogeneous computer-stored bibliographic information systems is being developed. Its purpose is to enable inexperienced end-users and others who wish to search bibliographic data bases to circumvent the many eccentricities and specialized protocols that exist among these data bases and the systems in which they are located. In the second project, electronic document-delivery systems for a regional network of libraries are being investigated. The goal of this effort is to determine how digital electronics, computers, and communication links can be utilized effectively to move a digitalized version of the content of serials holdings between nodes of the network rather than the documents themselves or photocopies thereof. System requirements will be described and quantitative information presented on network configurations and the capabilities and limitations of current technology in the context of requirements.

2:15

IMPACT OF THE FEDERAL GOVERNMENT ON LIBRARIES AND INFORMATION SERVICES

Jay K. Lucker
Director
MIT Libraries

Federal legislation, both implemented and proposed, has had and will continue to have a major effect on the operations and services of libraries. While the new copyright law has provided guidance for libraries in some areas, there is still considerable uncertainty regarding ownership of data bases, the interpretation of fair use, and other areas. Additional topics to be discussed are the current status of a National Periodicals System, the development of a national bibliographic network, federal funding for libraries, government publications, and the role of the federal government in scientific and technical information including policy, dissemination, and support for research.

ILR
Associates

ILR
CORNELL
New York State School of
Industrial and Labor Relations

Associates Funding

Programs supported

ILR Associates fees help to support the following programs:

Student assistance: $70,000/year for stipends for graduate teaching assistants, student research projects, scholarship grants. $6,000/year for student practitioner programs and meetings.

Instructional program: $18,000/year for student computing services. $8,000/year for faculty research computer costs.

Field studies program: $500 for each student to participate in internship programs to gain "real world" experience.

Martin P. Catherwood Library: $265,000/year to maintain the library's preeminence in spite of annual 20 percent cost increases. $50,000/year for staffing to catalog and provide reference services. $40,000/year for on-line computerized catalog.

Career services: $38,000/year for staffing, office costs, travel, and computerized interview sign-up system. Placement costs for students seeking jobs in the private sector are partially covered by Associates Funding.

ILR at Cornell

A national resource

When Cornell University was founded in 1865, its guiding principle was service to the people of the state and the nation. Its status as the Land Grant College of New York reinforces that commitment.

The establishment of the New York State School of Industrial and Labor Relations was a clear indication that Cornell University continued to honor the mandate of its founder. The first school of its kind in the nation, ILR was created in 1944 to help bring reason and order to the labor-management strife that had characterized the 1930s. Its philosophy recognizes the need for expertise and understanding on both sides of the bargaining table. To promote industrial peace—not only for the mutual benefit of labor and management but for the public benefit as well—the School draws on the wisdom of scholars and practitioners representing a wide variety of viewpoints and disciplines.

Together, these men and women examine such subjects as collective bargaining, organizational behavior, labor economics, personnel and human resource management, labor law, and social statistics, sharing their insights with undergraduate and graduate students at Cornell, and with society at large through the publication of research findings.

ILR Dean Charles M. Rehmus welcomes your participation in this vital program, linking the scholarly and practitioner resources at the ILR School with top executives of some of the most important corporations in America.

The ILR Associates Program

Broad objectives

To bring together by invitation a special group of employee relations executives who value and wish to support Cornell's New York State School of Industrial and Labor Relations.

To offer such executives opportunities to exchange intellectual and pragmatic insights with faculty, students, and leaders in the employee relations field.

To provide the dean of the School with a cadre of talented executives and with a gradually increasing source of unrestricted corporate funds.

Membership advantages

Annual off-the-record policy discussion in Washington, DC, with international union presidents.

Annual tailormade field trip to one of our members' premier facilities.

Access to the largest industrial relations library in the world. Members receive annually five hours of free, computer-assisted information searches.

Extra attention to detail with regard for your plans to:

- —Recruit Cornell students and alumni.
- —Attend Cornell's Employee Relations Conferences.
- —Obtain Cornell's publications, videotapes and films.
- —Meet with Cornell's faculty members.

ILR Associates

The companies we keep

- ACF Industries, Inc.
- Airco, Inc.
- Allegheny Ludlum
- American Can Co.
- American Express
- ASARCO, Inc.
- Baxter-Travenol Labs
- Becton-Dickenson & Co.
- BF Goodrich Co.
- Brockway Glass
- Celanese Corporation
- Champion International
- Chicago Pneumatic
- Citibank
- COMSAT
- Consolidated Edison Co. of New York
- Continental Grain
- Continental Group
- Corning Glass Works
- DuPont
- Emerson Electric
- GAF Corporation
- General Motors
- General Tire and Rubber
- GTE Sylvania
- Gulf Western Industries
- IBM Corporation
- Incom International, Inc.
- Ingersoll-Rand Co.
- Kennecott Copper Corp.
- Melville Corp.
- Mobil Oil Company
- NCR Corporation
- NY Telephone Company
- Niagara Mohawk
- Perkin-Elmer Corp.
- Pfizer, Inc.
- Philip Morris, Inc.
- Pillsbury
- Shell Oil Co.
- Sun Chemical
- Texaco
- Travelers Insurance Company
- Union Carbide
- Union Pacific
- Xerox Corporation

Advisory Board

John M. Baitsell, Manager Corporate Labor Relations, Mobil Oil Company

Walton E. Burdick, Vice President Personnel, IBM Corporation

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Eric F. Jensen, Vice President. Government an Labor Relations, ACF Industries, Inc.

Douglas Soutar, Vice President Industrial Relations, ASARCO, Inc.

For your consideration

The Advisory Board of ILR Associates recommends your serious consideration of investment in the association, for the good the School and for the good of your organization.

Please write for further information:

Jonathon D. Levy,
Director of School Relations
New York State School of
Industrial and Labor Relations
Cornell University
Ithaca, New York 14853

Cornell University is an equal opportunity, affirmativ action educator and employer.

ILR at Cornell: A National Resource

When Cornell University was founded in 1865, its guiding principle was service to the people of the state and the nation. Its status as the Land Grant College of New York reinforces that commitment.

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Together, these men and women examine such subjects as collective bargaining, organizational behavior, labor economics, personnel and human resource management, labor law, and social statistics, sharing their insights with undergraduate and graduate students at Cornell, and with society at large through the publication of research findings.

For further information,
write or phone:
The Martin P. Catherwood Library
New York State School of Industrial
and Labor Relations
Cornell University
P.O. Box 1000
Ithaca, New York 14853
Telephone: 607/256-2277

ILR
CORNELL

Cornell University is an equal opportunity, affirmative action educator and employer.

Office of University Publications
382 2.5M CP

ILR: ACCESS

ILR: ACCESS Services

ILR: ACCESS services—

- Locate specific facts or statistics
- Assemble recent references for quick update or background review
- Compile bibliographies:
  - checklists of citations
  - citations with annotations
  - indexing or topical arrangement
- Prepare literature searches
- Identify experts or specialized sources

When You Call 607/256-2277

ILR: ACCESS librarians will—

- Help you specify your information need
- Advise whether we can be of assistance
- Estimate the time required
- Keep your request strictly confidential

Cost

- ILR: ACCESS services are available to anyone.
- Time is billed at an hourly rate ($90 in 1982).
- Direct costs are rebilled to you. These include telephone, on-line search fees, and copying.

Subject Specialties

Industrial and labor relations, including—

- Collective bargaining
- Human resources
- Labor economics
- Organizational behavior
- Personnel management
- Unions

Facilities

- Access to on-line indexes and information files
- Photocopy
- Facsimile transmission
- Electronic mail

Inquiries Handled: Some Examples

- Elimination of time clocks—on-line search for recent case studies
- Expedited arbitration—annotated bibliography
- Work ethic—on-line search for recent references
- Supply and demand for engineers in several countries—identification of contacts and sources
- Quality circles—on-line search for recent references
- Public employee interest in unions—on-line search specifically requested
- English-language sources on labor law in two Latin American countries—identification of sources and contacts

The Martin P. Catherwood Library *has an extensive collection developed to support the research and instructional programs of the ILR School. Scholarly works, documentary materials, and government publications are available in the collection, together with the newsletters, magazines, handbooks, and other sources that report on current practice. The library's extensive holdings of loose-leaf services, indexes, directories, and statistical reports are also used to the fullest in responding to requests for information.*

Center for Economic Research
C. W. Post Center
Long Island University
Greenvale, N.Y. 11548

We now have a new name. . .

CENTER FOR BUSINESS RESEARCH

An updated version of this folder covering our FOURTH YEAR is now being prepared.

The Third Year

A Report to the Membership

Center for Economic Research
C. W. POST CENTER
LONG ISLAND UNIVERSITY

The Management Letter

This report reviews 1979 and 1980, the first two years of full operation at the Center for Economic Research (CER). By any measure, they have been successful years. Founded in June 1978, the CER was designed to be the primary information and research resource for Long Island business. Since that date, the CER has earned rapidly increasing recognition from its constituency. The number of companies the CER is serving—whether high technology, manufacturing, service, marketing, communications, or financial—and the number of public and private institutions—whether government, higher education, or other—is growing at an encouraging rate.

The CER provides a striking example of a productive and mutually beneficial partnership between the business and academic worlds. Through the CER, the C. W. Post Center has been able to fulfill part of its responsibility to contribute to the well-being of the larger community. Through the CER, business has access to a research and information resource far more extensive than any but the wealthiest corporations can maintain.

A key statistic for the two-year period of CER activity is the significant rise in corporate use of the facility, with 1980 showing more than a 50% increase over 1979. Corporate memberships in the CER showed sustained growth during the two-year period; 1980 closed with more than twice the number of members on the roster than at the end of 1979. With increasing frequency, corporations are seeing membership in the CER as a reflection of enlightened self-interest and the membership fee as an investment in corporate growth and development.

CER services are neither fixed nor limited. In response to many requests from member corporations, the CER now offers an additional service: *Contract Research.* CER information specialists work directly with corporate research officers to develop, format, and execute information and research projects. Depending on the client corporation's research needs and capabilities, the CER acts either as the primary or auxiliary research resource. A fee is negotiated for each research project.

At the close of our second year—one of successful operation and increasing growth—we would like to thank our corporate members for their valued support of the CER.

Edward J. Cook

William I. Thompson
Chairman
Executive Committee
Center for
Economic Research

Edward J. Cook
President
C. W. Post Center
Long Island University

Services Offered

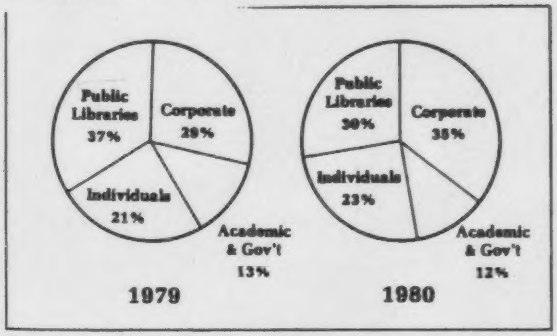
The services offered by the CER break down into two broad categories: Information Services and Contract Research. Each category is briefly described here; more complete information is available from the CER.

Information Services

At present, Information Services cover a very broad range of responses to queries, involving information retrieval, analysis and reporting. Depending on the type and extent of a research project or question, member corporations and other clients can receive information verbally or in written form.

The volume of activity rose dramatically in 1980, showing a 58 percent increase over 1979. It should be noted that the corporate share of the workload showed the most significant increase.

TELEPHONE INQUIRIES BY CATEGORY OF USER



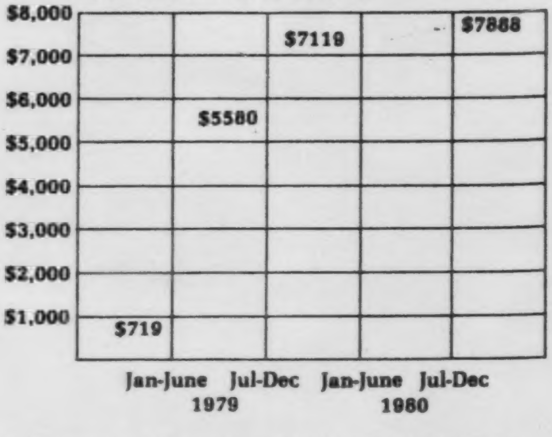
Of interest is the increase in information requests from the CER's five major corporate users, representing the aerospace, high technology, communications, electronics, and defense sectors. In 1980, these five companies' information requests were up 42%, 34%, 108%, 11% and 36% respectively, for an overall increase of 70% over 1979 figures.

Contract Research

The CER is particularly well-qualified to act as a total or auxiliary research capability when complex or multifaceted projects arise. Contract Research is an ideal solution to such needs. In order to assess and control personnel-time and computer-time costs, the CER's information specialists confer with the client company executives to explore, define and format the research project in ways that preclude duplication, minimize on-line search time, and maximize usable-information outputs.

The effectiveness and economy of the Contract Research option is readily apparent. In 1980, income from this activity showed a strong increase over 1979.

Growth in Contract Research



Today, research needs expand exponentially as business and industry expand arithmetically. Whether an exporter seeks a new market or a high technology company introduces a new product, research is needed. Increasingly, such research must address many factors. Exporters must consider transportation, warehousing, licenses, and taxes as well as demands for goods; new high technology products can only succeed if performance, pricing, and timing of market entry are right.

The CER data resources and staff capabilities can accommodate all foreseeable growth in demand and services. The professional staff, the immediate availability of comprehensive print and microfilm sources, and on-line access to an extensive range of computerized data banks ensures that turnaround times on service requests are exceptionally fast and accurate.

Typical Research Projects

Provided below is a listing of some typical research studies that have been carried out by the CER staff for client corporations. The results are of more than single-company value: as a company maintains competitiveness and continues to grow through development of new processes and products, not only it but also the Long Island and regional economies benefit.

Market Research

Study of the rigid box industry including industry trends and statistics on companies and plants

Profile of the Kosher poultry market in the U.S., giving company names, sales and projections for individual companies

Listing and bibliography on the U.S. supermarket industry including information on companies and markets

Manufacturing and Sales Data

Compilation of most recent data on companies classified by textile industry SIC numbers

Sales by company, item, and market of major office equipment manufacturers

Financial and Investment Data

10-year run of annual high, low, and closing stock prices (including splits, mergers, and acquisition adjustments) for a major financial services company

10-year growth pattern of a chartered, statewide West Coast bank

Economic and Demographic Data (International)

Current figures and 10-year projections for the gross national product, population, and exports of 6 nations

Economic and Demographic Data (National)

U.S. workforce projections for the 1980s

Statistics on women and employment for the New York metropolitan area

Comprehensive compilation of business highlights for leading national business almanac

Surveys/Profiles of High Technology Companies

Survey of computer, electronic, and semiconductor manufacturers in Route 128/ Boston area

Survey of "Silicon Valley" and multi-location semi-conductor manufacturers

General surveys and specific studies of Long Island electronics and high-technology companies

Legislation; Effects of Legislation; Legal Liability

Computer search for pertinent data relevant to proposed legislation

Interpretations of proposed Occupational Safety and Health Administration rules on workers' exposure to lead

Defense options of a manufacturer facing product liability suit but lacking insurance

Industry and Product Studies

National profile of writing instrument companies

Identification of manufacturers of blank book and looseleaf binders

Compilation of recent survey/analysis materials on microwave industry, and on electronic article-surveillance systems and anti-shoplifting devices

Information on Special Products and Technologies

Current articles and information on check truncation to gauge consumer reactions

Methods of valuing silver extracted from processed film

Area Profiles and Impact Studies

County profile: historical background, population trends, per capita income, housing, retail sales, social conditions, health-care provisions

Study of heavy direct-mail users in tri-state area (type of business, mail volume, number of employees/jobs) to determine likely impact of increased postal rates

CER Corporate Membership

The CER is particularly proud and appreciative of the support it has received to date from corporate leaders both on Long Island and from the New York region. The CER has attracted a roster of corporate members impressive in the quality and in the range of businesses and industries represented. Largely by word-of-mouth recommendations from satisfied clients, a growing number of corporate executives are coming to realize the enlightened self-interest involved in CER membership. Not only does a member company receive priority service, it also is billed at a special low membership rate. If a company plans regular use of the CER during the year, a membership can result in significant economies.

Currently, the CER has 28 corporate members, up by 14 in 1980, our second year of operation. The roster is:

Arthur Andersen & Company
Bank of Suffolk County
Burroughs Corporation
Cablevision, Inc.
Chase Manhattan Bank
Chemical Bank
Citibank
Eaton Corporation
* Esselte-Pendaflex Corporation
European-American Bank
Fairchild Republic Corporation
Gift-Pax, Inc.
Grumman Corporation
John Hancock Insurance Company
Hartman Systems
* Hazeltine Corporation
Hempstead Bank
* Litton Industries
* Long Island Lighting Company
* Long Island Trust
Manufacturers Hanover Trust
National Bank of North America
Newsday
Northville Industries
Olsten Corporation
* Pall Corporation
United Technical Publishing Company
Vicon Industries

* Founding Member

Founding Members

Special tribute should be accorded to the six companies designated above as Founding Members. These corporations recognized the importance of the CER not only to individual companies but to the entire Long Island economy; they backed up their belief with generous extra financial support which was instrumental in launching this information and research facility. All those involved in the CER owe them a debt of gratitude.

Center for Economic Research

Executive Committee

Chairman:
William I. Thompson, Chairman,
Esselte Pendaflex Corporation

Peter F. Barry, President,
Hartman Systems

Luis Bejarano, President,
Bejarano Associates

James T. Brady,
Managing Partner
Arthur Andersen & Company

Robert V. Cox, Vice President,
Long Island Trust

Donald N. Horn, President,
Vicon Industries

Hugh F. Mahoney, Special Assistant,
Nassau County Executive

William Olsten, Chairman,
Olsten Corporation

Justin S. Oppenheim, Vice President,
Litton Industries

Arthur I. Rabb,
Chairman of the Executive Committee
United Technical Publications

Owen T. Smith, Deputy,
Nassau County Executive

Advisory Council

Peter Barry, President,
Hartman Systems

Luis Bejarano, President,
Bejarano Associates

Evelyn Berezin, Chairman,
Long Island Action Committee

James Brady, Managing Partner,
Arthur Andersen & Co.

Albert Bush-Brown, Chancellor,
Long Island University

Joseph Campbell, Executive Vice President,
National Bank of North America

Howard Carny, Trustee,
Charles Hayden Foundation

Peter Cohalan,
Suffolk County Executive

Edward Cook, President,
C. W. Post Center

Thomas Doherty, President,
Bank of Suffolk County

Harry Ekblom, Chairman,
European-American Bank

Madeleine Gardner, Acting Dean,
University College, Adelphi University

Joseph Gelb, President,
Joseph Gelb & Company

William Gifford, Dean,
School of Accountancy, C. W. Post Center

Lionel Goldberg, Vice President,
Alexander & Alexander, Inc.

James Greenfield, Assistant Managing Editor,
The New York Times

Charles Hayward, Vice President,
Citibank

Donald Horn, President,
Vicon Industries

William Johnson, President,
First National Bank of Long Island

Lee Koppelman, Executive Director,
Nassau-Suffolk Regional Planning Board

Abraham Krasnoff, President,
Pall Corporation

Mary Lai, Treasurer,
Long Island University

Harold Lazarus, Dean of the School of Business,
Hofstra University

Hugh Mahoney, Special Assistant,
Nassau County Executive

John Maxwell, President,
Community Hospital of Glen Cove

Harry Minkoff, President,
Gift-Pax, Inc.

Thomas Mullarkey, Partner,
Lazard Freres & Company

John Nichols, Investment Consultant

William Olsten, Chairman,
Olsten Corporation

Justin Oppenheim, Vice President,
Litton Industries, Inc.

Edward Palmer, Chairman,
Executive Committee, Citibank

Ellis Phillips, Jr., President,
Action Committee for Long Island

Francis Purcell, Nassau County Executive

Arthur Rabb, Chairman of the Executive Committee,
United Technical Publications, Inc.

John Randall, III, Attorney

John Rogers, President,
State Council of Carpenters

Arthur Roth, Trustee Emeritus,
Long Island University

Robert Scheuing, President, Hempstead Bank;
President, Long Island Association

Joel Shorin, President,
Topps Chewing Gum Corporation

Owen Smith, Deputy Nassau County Executive

William Thompson, Chairman,
Esselte-Pendaflex Corporation

Wilfred Uhl, President,
Long Island Lighting Company

Alvin Waggoner, Vice President,
Eaton Corporation-AIL Division

James Watson, Director,
Cold Spring Harbor Laboratory

David Westermann, Consultant,
Hazeltine Corporation

Charles Zwicker, Director (Ret.),
Tax Institute, C. W. Post Center

C. W. Post Center Administrators

Edward J. Cook
President

Jerald H. Melum
Assistant to the President

Donald L. Ungarelli
Director of Libraries

Mary McNierney Grant
Director, Center for Economic Research

Professional Staff

The most essential ingredient of all in running a successful modern information research facility is a trained and motivated professional staff that knows how to deliver quickly and efficiently information and research tailored to the individual client's needs. Great care has been taken to assemble at the CER an outstanding group of service-oriented information specialists with impressive credentials. This professional staff is directed by Mary McNierney Grant, formerly head research librarian for General Motors, Bache & Co. and Standard & Poor's. It is a policy of the CER to encourage continuous updating of the staff's skills and expertise by means of education and participation in professional conferences and seminars.

Mary McNierney Grant, Director

Carole Cohen, Information Specialist
Anne Donnellan, Information Specialist
Lisé Rasmussen, Information Specialist
Richard Reid, Information Specialist

Julia Buckley, Graduate Assistant
Mary Glomset, Graduate Assistant
Roberta Nekrich, Graduate Assistant

Rosalie Caridi, Office Manager
Gloria Quinn, Records Supervisor
Lucy Bruckner, Assistant
Patricia Deegan, Assistant

Hours

September-May	Monday-Thursday	9:00 A.M.-10:00 P.M.
	Friday & Saturday	9:00 A.M.- 5:00 P.M.
	Sunday	1:00 P.M.- 9:00 P.M.
June-August	Monday-Thursday	9:00 A.M.- 9:00 P.M.
	Friday & Saturday	9:00 A.M.- 5:00 P.M.
	Sunday	1:00 P.M.- 8:00 P.M.
Intersession and Recess	Specialized hours	Call CER 516/299-2832

To provide maximum accessibility to its information and research facilities the CER is open seven days a week and most evenings in addition to normal working hours.

CER Resources

A key concern in the creation of the CER was to bring together for the benefit of Long Island those research and information resources not previously available in any one location or accessible to the business community as a whole. This aim has been realized; nevertheless, the CER remains actively committed to the continued expansion of its resources.

These CER research-and-information resources broadly divide into two separate but complementary categories: computerized data bases and published materials.

Computerized Data Bases:

Currently, the CER has on-line access to 110 computerized data bases. This access enables the CER to offer extremely fast turnaround on a very wide range of queries. For complex research projects, the range of the data files allows for several research approaches to be pursued concurrently or sequentially.

The terms "database searching" "online searching" and "computerized bibliographic searching" all refer to the same process: the retrieval of information by computer. The information usually consists of either indexes of books, journal articles, reports or tabular and statistical data. Such searching is done by trained information specialists on the CER staff.

Constant updating and expansion of the data files ensures that the on-line access to the data bases will be an ever more valuable resource to the CER in serving its clients.

Published Materials:

CER's second major resource—print and microfilm materials—complements its data files access. Print materials are exceptionally comprehensive. In addition to over 2,000 current business periodicals, the collection includes such basic reference data as Dun and Bradstreet, Business International, Moody's, and Standard and Poor's; annual reports; 10-K's and proxies for all 12,000 publicly-held corporations reporting to the SEC; the Wall Street Journal from 1889 to date; the New York Times from 1851 to date and 3,123 journals on microfilm. Equally important are the many specialized indexes and abstracts that make these resources immediately accessible to the CER information specialists.

Financial Summary

Expenditures

The 1981 budgeted operating expenditures for The Center for Economic Research total $239,000. The C. W. Post Center of Long Island University is assuming the responsibility for the major share of these expenditures, including all overhead, most personnel costs and most of the acquisition costs for periodicals, microfilm and other materials.

Over and above these basics, however, are the added outlays necessary to maintain and improve the professional level of the CER specifically for corporate use. These expenditures include the purchase of needed capital equipment such as additional computer terminals, microfiche printers, microfilm duplicators, photo copiers and the like. Also included are the costs of acquiring certain business and financial services needed by corporations as well as the costs of hiring and training those information research specialists on the CER staff who concentrate on serving the business community. These corporate service expenditures are estimated at $60,000 for 1981, 25 percent of the total CER operating expenditures.

Projected Income—1981

Membership fees	**$35,000**	**58%**
Usage fees	**25,000**	**42%**
Total —	**$60,000**	**100%**

Previous Income

For purposes of comparison these are the income totals for the first two years of operation, 1979 and 1980:

Membership fees:	**$63,000**	**74%**
Usage fees:	**21,306**	**26%**
Total Income —	**$84,306**	**100%**

It is interesting to note that considerably more than a quarter of the CER's work output is generated by the corporate sector. On a previous page a pie chart shows that 35% of the Information Services requests come from corporate customers and, in addition, virtually all of the Contract Research is carried out for business clients.

In order to provide the specialized services, facilities and personnel geared to corporate requirements, the CER asks the corporate community for support in the form of usage fees and membership dues. Projected income for 1981 from these two sources to cover the expenditures described above is $60,000.

Educational and Promotional Activities

Executive Briefings

The CER holds bi-monthly briefings for corporate executives to acquaint them with the CER's services and facilities. These meetings allow staff to demonstrate the CER's equipment, resources, and activities and to discuss the general and specific research services the CER can render the guest companies. Inquiries are invited.

Seminars

The CER staff periodically holds seminars to bring outside information and research experts together to exchange professional viewpoints. One recent seminar, entitled The Competitive Edge, included four forums in which information users had the opportunity to discuss data bank use, the application of marketing research data and the planning use of financial information. A second seminar, entitled The Use of Data Resources, addressed business research in a technical information center, giving special attention to information use in sales, banking, finance, marketing, investing, government, management and corporate planning.

Business and Government Contacts

The CER staff regularly holds meetings with corporate executives and staffs to enable both sides to discuss current topics in information technology and services and to explore areas of mutual concern. CER staff members also frequently address meetings of a broad range of business organizations and last May provided a speaker for the 4th National Information Conference and Exposition held in Washington, D.C.

The CER also participated in the 1980 Long Island Loves Business Exposition and will exhibit again at this exposition in 1981. In addition, workships and on-site training programs are provided to government and professional organizations such as the Bi-County Regional Planning Board, The Suffolk Cooperative Library System and The Nassau County Library Association.

C. W. Post Center of Long Island University

C. W. Post Center is the largest unit of Long Island University, one of the country's major independent universities. The Center offers to its 13,000 students a full range of undergraduate and graduate programs in the Arts, Humanities, Sciences, Education, Public Administration, Professional Accountancy and Business Administration. It attracts students from 30 states as well as from many other countries.

Travel Routes

From New York City
Queens-Midtown Tunnel to Long Island Expressway. Proceed to Exit 39N (Glen Cove Road North). Proceed to Northern Boulevard (Route 25A). Drive east on 25A about two miles to west gate of C. W. Post.

From Eastern Long Island—North Shore
Long Island Expressway to Exit 41N. Rt. 107. Take Rt. 107 North to Northern Boulevard (Route 25A). Turn left at 25A. C. W. Post Center is on the left.

From South Shore of Long Island
Take Wantagh State Parkway to Meadowbrook Parkway North to Northern State. Northern State to Glen Cove Road Exit 31. North at exit and proceed to Northern Boulevard (Route 25A). Turn right on 25A. Drive east on 25A about two miles to west gate of C. W. Post.

RECORDS AND STATISTICS

MITS

Michigan Information Transfer Source
400 Harlan Hatcher Graduate Library
The University of Michigan
Ann Arbor, Michigan 48109
(313) 763-5060

LITERATURE SEARCH REQUEST

Client Name____Phone____________________

Company____

Address____
Street City Zip

Date Needed____________________________________

Total Cost of the search should not exceed $____________________________

I am aware that although every effort is made to make the literature search as thorough and as accurate as possible, the complexity thereof means that no guarantee of an absolutely error-free search can be made. Therefore, I agree that the University of Michigan and the University of Michigan Library and their employees shall have no legal responsibility of any kind concerning the manner of the search, the conclusions obtained therefrom and/or the results of using such conclusions.

I have been informed if data base(s) will be used for this search, and regardless of bibliographic results, agree to honor the charges incurred.

(Signed)____

To the
Industrial Information Services
Southern Methodist University
Science Library
Dallas, Texas ~~75222~~ 75275
Attn: Director

Gentlemen:

The Applicant ____
(NAME AND ADDRESS OF THE BUSINESS FIRM)

applies for a Type __________ Membership in S.M.U.'s Industrial Information Services Program for the twelve months beginning ______________________ (DATE). In return for the Membership and resulting services and privileges, the applicant will pay the Industrial Information Services $ ______________, the annual Membership Fee for the Type Membership purchased.

This application is made with the understanding that the services described in the Brochure, "S.M.U.'s Industrial Information Services", are available to the Applicant, and with the understanding that those services and fees are subject to revision on 30 day notice.

The following person (or persons) are authorized to request services from the S.M.U. Industrial Information Services Staff under the Applicants Membership:

NAME DEPARTMENT ADDRESS PHONE NO.

(1) ____
(2) ____
(3) ____
(4) ____
(5) ____

(etc.) (Use separate sheet for additional names. If Applicant has company library, I.I.S. suggests librarian be coordinator of services requested for Applicant's employees.)

The following person is designated as the official representative of the Applicant on the I.I.S. Advisory Council:

NAME DEPARTMENT ADDRESS PHONE NO.

The Applicants Membership includes: (check one)

☐ Only certain offices or departments in the firm, namely:

☐ All departments or locations of the firm in the United States.

Applicant agrees ~~that all services rendered under this Membership are to be deducted from the Membership fee and~~ that invoices or statements for services rendered Applicant should be addressed to one person, as follows:

NAME DEPARTMENT ADDRESS PHONE NO.

The Applicant agrees that only those library materials or services needed for business activity will be requested under this Membership. All materials received on loan from the S.M.U. Libraries will be properly handled and protected while in the Applicant's care. Any items lost during the Applicant's use of the material will be paid for by the Applicant at the replacement price plus $10.00 per item purchasing and processing cost.

The Applicant agrees that any material on loan from the S.M.U. Libraries will not be sub-loaned to another firm or person not an employee of the Applicant's firm.

The Applicant agrees to request the Applicant's authorized users to attend a one-hour orientation on the details of the I.I.S. Program so that the Applicant can take maximum advantage of the services. The Applicant agrees to advise all appropriate persons in the Applicant's firm of this Membership and suggest that all service requests to the I.I.S. Staff should be transmitted through the authorized person or persons named above.

In requesting and accepting photocopies, the Applicant agrees to the following conditions:

The Applicant desires this duplication solely for use in lieu of loan or in lieu of manual transcription. Responsibility for questions of copyright that might arise in this copying and in the use made of the copies is assumed by the Applicant. The Applicant understands that the Library does not sell the photo-duplicates but merely performs the service of copying at the Applicant's request; the fee paid is exclusively for such service and is established on the basis of no profit to the Library.

The Library reserves the right at its own discretion to decline to make photocopies requested, to limit the number of copies within the principle of fair use of copyrighted materials, or to retain negatives, furnishing positive copies at the price of negatives. Normally, copying is limited to single copies of individual journal articles and no more than a few pages of other publications. Copies of complete issues of copyrighted journals or books are not made without written permission of the copyright owner.

In making this application, the Applicant recognizes that the State of Texas and Southern Methodist University make no warrenty that the manufacture, use, sale, or testing of subject matter related to the work of the Industrial Information Services Program will be free from any infringement or charge of infringement of rights in intellectual property.

S.M.U. agrees to provide all material and services in the best possible professional manner and reserves the right to modify equipment, services, or material in order to improve the service to industry. S.M.U. agrees to maintain accurate records of services rendered and to supply a statistical summary at the request of the Member.

Both the Applicant and S.M.U. agree that the Membership may be cancelled by either party with 30 day written notice. In case of cancellation, the Member will be refunded the unused portion of the Membership Fee based on the then existing charge for the services used to cancellation date under the Membership.

FOR S.M.U.: ____________________

SIGNATURE ____________________

NAME ____________________

TITLE ____________________

DATE ____________________

FOR APPLICANT: ____________________

SIGNATURE ____________________

NAME ____________________

TITLE ____________________

COMPANY ____________________

ADDRESS ____________________

DATE ____________________

Return signed copy and check for Membership Fee to:

Director
Industrial Information Services
Southern Methodist University
Science Library
Dallas, Texas ~~75222~~ 75275

~~Make checks payable to Industrial Information Services,~~
~~Project 85-04, Southern Methodist University.~~

C-1

CONFIDENTIAL

Lehigh University
CONFIDENTIAL

INFORMATION SERVICE USER RECORD

Date: ____________ AM, PM.

Librarian: ______________

User Identification

Name: ________________________________

Company: ________________________________

Department: ________________________________

Address: ________________________________

Telephone/Telefacsimile: ________________________________

Service Identification

____________ photocopy ____________ reference ____________ referral

____________ telefacsimile ____________ computer search/current awareness

____________ other: ________________________________

BILLING INFORMATION

____________ pages photocopied at ____________ cents per page = $ ____________

____________ volumes handled at ____________ dollars per volume = $ ____________

____________ postage

____________ surcharge for rush or telecopier service

____________ long-distance charge for telephone or telecopier

____________ computer search charge (attached)

____________ reference help of 10 minutes or less

____________ minutes reference time at ____________ dollars per hour = $ ____________

____________ locations for non-Lehigh materials at ____________ per location = $ ____________

____________ other charges (please explain on reverse)

Date Transaction Completed: ______________________

Invoice No.: ____________ Total Amount: ______________

Monthly statement
Produced on Apple II computer

```
COMPANY

NAME
COMPANY
ADDRESS
CITY , STATE. ZIP

              MONTH/YEAR =  MONTH YEAR


PHOTOCOPY CHARGES
   VOLUMES =                          0
   PAGES =                            0
   TRANSACTIONS =                     0

SEARCH CHARGES =                   0.00

TELECOPIER CHARGES =               0.00

OTHER CHARGES * =                  0.00

CURRENT MONTH TOTAL =              0.00
-----------------------------------------
PREVIOUS USAGE  =                  0.00

CURRENT MONTH TOTAL  =             0.00

NEW TOTAL TO DATE =                0.00

ANNUAL FEE PORTION =               0.00

NEW TOTAL TO DATE =                0.00

FEE PORTION BALANCE =              0.00
-----------------------------------------

SUBSCRIPTION EXPIRES :  00-00-00

SIGNATURE:
               ------------------------
     DATE:
               ------------------------
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STATISTICS ARE FOR LAST FISCAL YEAR, AND
INVOLVE ONLY NON-UNIVERSITY AFFILIATES

THE UNIVERSITY OF NEW MEXICO ☐ ALBUQUERQUE, NEW MEXICO 87131
GENERAL LIBRARY ☐ TELEPHONE: 505:277-4241

Sept.1,1982

In 81/82, the Document Delivery Service received 5,004 requests and successfully completed 4,883 for 97.6%. 42.5% of all requests in 81/82 were completed by retrieving materials from within UNM's collections. We use a variety of methods in completing requests not locally available. Nearly 20% of all requests were filled by utilizing DIALORDER vendors, BRS's electronic mail, USBE, CRL,BLLD, or phone calls or letters to professional societies and authors. OCLC/ILL was used successfully to complete 75.6% of all requests filled. In 81/82, we used ALA forms only 28 times to fill document delivery requests. We also used DIALOG, SDC, and BRS besides the "traditional" sources for verification. When an online system is used, all costs charged to the library are passed on to the document delivery customer.

In 81/82, the average cost per request to our document delivery customer was $6.47. This average includes delivery, retrieval and any charges for photocopying, handling fees, and computer time. Most recently we have started to provide a fee-based reference service.

If you have any further questions, please call me at (505) 277-5056.

Sincerely,

Stephen Rollins
Head, Circulation/ILL
Zimmerman Library
University of New Mexico
Albuquerque, NM 87131

SUMMARY OF ACCESS ACTIVITY: 1978-1981

Number of Clients		Professional Hours	$ Equivalent	Computer Search Costs	Other Direct Costs	Total Billed
1977-78	13	25 3/4	$1287.50	$207.48	$50.25	$1545.63
1978-79	17	44	2200.00	298.43	56.20	2554.63
1979-80	41	79 3/4	3987.50	1135.58	167.81	5290.89
1980-81	33	81 1/4	4062.50	908.54	623.27	5594.31
1981-82	50	48 1/2	3465.00	1775.78	352.00	5592.78

BUSINESS, GOVERNMENT AND INDUSTRIAL USE OF THE M.I.T. LIBRARIES

	1974/75	1975/76	1976/77	1977/78	1978/79	1979/80	1980/81	1982/83
Membership Plans for Industry	13[a]	14[b]	15[c]	15[c]	15[d]	14[e]	16[f]	16[g]
Industrial Liaison and Associates Companies	71	54	66	64	78	75	93	104
Government Agencies	15	12	14	14	16	17	13	20
Other Companies - Complimentary	7	3	5	6	3	2	3	4
TOTAL:	106	83	100	99	112	108	125	144
Income from MPI and Individuals:*	$13,475	$16,355	$22,056	$22,956	$25,085	$26,655	$28,835	$31,790
Borrowers Cards Issued								
Membership Plan for Industry	117	124	146	149	142	132	151	147
Industrial Liaison and Associates Programs	839	755	718	870	1003	988	1176	1526
Government	349	294	294	354	313	383	367	333
Other - Complimentary	29	22	41	32	35	36	19	32
Individuals (paid)	116	145	157	162	193	217	223	262
TOTAL:	1450	1340	1356	1567	1686	1756	1936	2300

* Effective July 1, 1976 the fee for a non-alumnus borrower's card was increased from $100 to $125 per year. The yearly fee for the Membership Plan for Industry was raised from $500 to $750. (The fee for alumni borrowers' cards remained at $50.)

a. Polaroid had five memberships.

b. Polaroid had four memberships; Mitre Corp. had two.

c. Polaroid had three memberships.

d. Polaroid had three memberships; Mitre Corp. had two.

e. Mitre Corp. had two memberships.

f. Mitre Corp. had three memberships; Prime Computer had two.

g. Mitre Corp. had two memberships; Prime Computer had two; Biogen, Inc. had two.

dm
7/2/82

LIBRARY PRIVILEGE CARDS ISSUED

7/1/80 - 6/30/81

Paid Cards		
Alumni @ $50.00 (new)	55	
Renewals for alumni @ $50.00	87	
Non-alumni @ $125.00 (new)	38	
Renewals for non-alumni @ $125.00	38	
Non-alumni @ $75.00 (six months)	1	
Non-alumni @ $40.00 (three months)	4	
SUB-TOTAL:	223	
Membership Plan for Industry	151	
TOTAL:	374	374
Complimentary Cards		
Industrial Liaison Program (new)	414	
Renewals for Industrial Liaison Program	567	
Associates Program (new)	116	
Renewals for Associates Program	79	
Government Organizations (new)	141	
Renewals for Government Organizations	226	
Industrial Relations Contributors	1	
Education Development Center, Inc.	--	
Retina Foundation (new)	10	
Renewals for Retina Foundation	4	
WGBH	--	
Special Requests (new)	3	
Renewals for Special Requests	1	
TOTAL:	1562	1562
GRAND TOTAL:		1936

dm
7/1/81

LIBRARY PRIVILEGE CARDS ISSUED

7/1/80 - 6/30/81

By Company

Membership Plans for Industry	16*
Industrial Liaison and Associates companies to which library cards were issued**	93**
Government agencies to which library cards were issued	13
Other companies to which complimentary cards were issued	3
TOTAL:	125
Income, from MPI and individuals	$28,835.00

Borrowers Cards Issued

Membership Plan for Industry (paid)	151
Industrial Liaison and Associate Programs (complimentary)	1176
Government (complimentary)	367
Other - complimentary	19
TOTAL:	1936

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* 16 Memberships for 13 companies (Mitre had three memberships; Prime Computer had two.)

** Actual total number of companies that were members of the Industrial Liaison and Associates Programs as of 5/1/81: 263.

dm
7/1/81

EXTENDED ROOM USE PERMITS ISSUED

7/1/80 - 6/30/81

I.	M.I.T. Alumni		
	New permits issued	20	
	Renewals	16	
	TOTAL:	36	36
II.	Other Individuals		
	Undergraduates from other institutions	3	
	Graduate students from other institutions	2	
	Faculty members from other institutions	5	
	Industrial users	1	
	TOTAL:	10	10
III.	Special Programs		
	Simmons College Library Science students*	99	
	UNITE	32	
	TOTAL:	131	131
	GRAND TOTAL:		177

---

*Students enrolled in courses "Literature of Science and Technology" and "Organization and Administration of Special Libraries".

dm
7/1/81

NEEDS ASSESSMENT AND SERVICES

THE STANFORD UNIVERSITY LIBRARIES
STANFORD, CALIFORNIA 94305

March 12, 1982

Dear Colleague:

Stanford University is considering a new document delivery service aimed primarily at meeting the needs of information users in the Bay Area. The major emphasis will be on quick response time.

You can help us as we design this new service by completing the questionnaire and returning it to me at the address listed below. Please feel free to pass along copies of the questionnaire to other likely users of the service.

Sincerely,

Celine Walker

Celine F. Walker

SCOPE OF SERVICE:

Material loans, photocopies, and references services* in all disciplines and formats with emphasis on science material. We will attempt to fill requests for items not available in the Stanford library collections. The Stanford University libraries consist of 4.5 million volumes including books, journals, maps, technical reports, government documents, music scores, and other formats.

Charges: (not yet determined)

*Reference Services: Identifying holdings at Stanford, including placing the item on hold for pick-up by customer.

Contact:
Celine F. Walker
Engineering Library
Terman Engineering Center
Stanford, CA 94305

Telephone: (415) 497-3769

STANFORD UNIVERSITY DOCUMENT DELIVERY QUESTIONNAIRE

How do you presently handle requests for material not available in your collection? (Rank all that apply. 1 = most used.)

______Stanford TIS

______Information Broker

______ILL

a)______RLG b)______OCLC c)______CIN d)______Other ______________

______Courier to holding library

______Other___________________________

Rank considerations for use of an information brokerage service.
1 = highest

______Speed in filling request

______Cost of service

______Variable prices (e.g. rush vs. routine)

______Total Service*

______Other___________________________

Given a turnaround processing time of 48 hours, what is the most that you would be willing to pay?

Books/Reports/Maps	Journal/Specs/Standards (to 15 pages)
______Under $5	______Under $4
______$5 - $7	______$4 - $5
______$8 - $10	______$5 - $6

*Reliable, fast, one source for all requests.

(over)

How much use would you make of the service (per year)?

______Under 20 (requests)

______20-50

______51-75

______76-100

______Other______________________________

What subject areas are you most likely to want materials in? (1 = most likely)

______Engineering

______Physics

______Chemistry

______Geology/Earth Sciences

______Mathematics

______Computer Science

______Biology

______Other______________________

______Other______________________

______Other______________________

What type of payment method would be most acceptable to your institution?
1 = best

______Monthly billing

______Charge Card (e.g. B of A)

______Deposit Account

______Other______________________

What percentage of the time would you send request by

______Telephone

______In person

______Mail

______Electronic messaging

______Other

Name (Optional)____________________________________

Institution____

Position in library________________________________

Thank you for your assistance. Completed questionnaire should be sent by March 31, 1982 to:

Celine F. Walker
Engineering Library
Terman Engineering Center
Stanford, CA 94305

OFFICE MEMORANDUM • STANFORD UNIVERSITY • OFFICE MEMORANDUM • STANFORD UNIVERSITY • OFFICE MEMORANDUM

• STANFORD UNIVERSITY • OFFICE MEMORANDUM • STANFORD UNIVERSITY • OFFICE MEMORANDUM • STANFORD UNIVERSITY • OFFICE MEMORANDUM

DATE: May 13, 1982

TO : Celine Walker

FROM : Charles Early

SUBJECT: TIS Market Survey Results

This is just a summary of some of the high points -- a detailed statistical tabulation will follow.

-Nearly all of the 70 respondents, and all of the 21 who would be likely to be heavy TIS users, are special libraries.

-ILL is the primary source of documents; nearly everyone uses it, and it is the most used source for over half of all respondents and 2/3 of potential high-volume TIS users ("prime customers")

-CIN was the ILL source mentioned most often.

-60% of all respondents, and 80% of prime customers, use information brokers, but usually as a back-up rather than as their primary source; only five replies listed them as the most used source.

-About half of the respondents use couriers. Libraries which use couriers rely on them heavily; for half of those libraries which use couriers and which ranked their sources, couriers were the most often used source. Prime customers made significantly less use of couriers than other, perhaps smaller, libraries.

-Stanford TIS is generally unpopular. 70% of respondents do not use TIS (one wrote "?" on this line of the survey), and no one uses it as their primary source. Many use it only as a last resort (under protest), e.g. for material from Jackson. Prime customers made somewhat more use of TIS than the other respondents.

-Speed, cost, and total service were all of roughly comparable importance to the survey respondents, while variable prices were given a relatively low priority. Speed was probably the most important desideratum for the respondents as a whole, but the prime customers attached more importance to total service. While total service was not mentioned at all by about ¼ of the respondents, it was ranked as the most important by over 1/3, including nearly half of the prime customers.

-Prime customers are somewhat more willing to accept higher prices, but the difference may not be significant. The upper price ranges suggested are more acceptable for journals etc. than for books etc. 70% of the respondents would be willing to pay at least $5-7 for books and $4-5 for journals.

-Twenty-one libraries (the prime customers) see themselves as likely to use TIS more than 76 times a year, seven of them more than 100 times, at least three 1,000 times a year or more, and one 6,000-9,000. Three libraries gave noncommital, wait-and-see answers, and at least two of them (Bechtel and SRI) might also become big customers if the service proved itself.

-The primary subject interests of the respondents are engineering, computer science, and chemistry, in roughly that order. More libraries actually want material in computer science than engineering, but engineering is the primary or only interest for twice as many libraries as CS. For the prime customers, the emphasis on engineering is still stronger. This agrees quite well with the currently observed distribution of TIS requests and outside use of the collections. There are too few responses in other subject categories to permit statistically significant interpretation. Many other subjects were mentioned by respondents, business and medicine in particular, but it is clear that the overwhelming majority of requests would be for material in the science libraries collections. The high interest in Math/CS material, together with its more central location, suggests that we may want to consider it as an alternative location for TIS, space permitting.

-Nearly all respondents want either monthly billing or deposit accounts with a slight tendency to prefer monthly billing. Prime customers strongly prefer monthly billing.

-Respondents are more likely to phone in requests than use the mail, but prime customers are much more likely to use mail for most of their requests. Only about ½ of the libraries now use electronic mail, but it is already a close third, and prime customers are actually more likely to use it than the telephone as their primary mode. Use of electronic mail can also be expected to grow; two non-users mention that they may begin using it later. Few libraries expect to send requests in person, and those who do plan to do so only infrequently (usually 10% of the time or less) e.g. for rush requests.

THE JOHN CRERAR LIBRARY

William S. Budington
Executive Director
and Librarian

SCIENCE • TECHNOLOGY • MEDICINE

Dear Sir:

Your letter of December 14 has been directed to my attention. Searches of the technical literature, of the type specified in your inquiry, can in general be done either manually or by computer searching of machine-readable files. Since the latter usually cover only the past 10 years or so, and since you indicate a need for coverage of some 20-25 years, a manual search would seem to be indicated in this case.

Without a doubt, the best single source for your subject would be Chemical Abstracts, which also has an excellent subject index. If Chemical Abstracts is not available at your organization, you could probably locate a set in a local technical library, where you or one of the company's research chemists could conduct a search. Alternatively, you could arrange for the search to be done by an outside agency. Such searches are provided by Research Information Service, at the rate of $25.00 per hour. While it is not possible to provide accurate cost estimates for searches of this kind, covering 20-25 years of the literature would certainly cost at least $500.00. Should you decide to authorize us to conduct the search, we would require considerable clarification of your specific requirements.

We appreciate your interest in our services, and will be glad to answer any further questions you may have about them.

Sincerely yours,

THE JOHN CRERAR LIBRARY

William S. Budington
Executive Director
and Librarian

SCIENCE • TECHNOLOGY • MEDICINE

Dear Sir:

Your letter of January 9, requesting information on the preparation of three compounds, has been directed to my attention. The location of information of the type requested, which requires more staff time than can be devoted by our Science Reference Librarians to any given inquiry, is among the services provided by Research Informtion Service. Such searches are conducted by RIS at the rate of $25.00 per hour. We will be happy to be of service in this matter on receipt of your authorization, which should include an indication of the maximum expenditure authorized for the project.

We appreciate your interest in Crerar Library and its services, and look forward to being of any assistance we can in your search.

Sincerely yours,

THE JOHN CRERAR LIBRARY

William S. Budington
*Executive Director
and Librarian*

SCIENCE • TECHNOLOGY • MEDICINE

Dear Sir:

Your inquiry of March 1, relating to possible psychological effects of humidity, has been directed to my attention. Some time was spent on this matter by our Reference Department staff, but they were unable to locate any pertinent material within the time available to them. Locating such pertinent material, if any exists, would involve a more exhaustive search of the literature than can be provided without charge. Such searching service is provided by Research Information Service.

In this case, best results would probably be obtained by an on-line computer search of such files as MEDLINE (covering literature on clinical and experimental medicine) and PSYCH ABSRACTS (covering psychology and psychiatry). It is, of course, by no means certain that a search of either file would yield any relevant citations; a search of either would probably give a listing of a number of papers in the general area, only a few of which may be pertinent. In terms of cost, a search of MEDLINE would run $35.00-$75.00, depending on the number of years covered; a search of PSYCH ABSTRACTS would cost about $60.00. Should you decide in favor of a search of either or both of these files, we will be most happy to be of service.

Sincerely yours,

THE JOHN CRERAR LIBRARY

William S. Budington
Executive Director
and Librarian

SCIENCE • TECHNOLOGY • MEDICINE

Dear Sir:

Your letter of May 25, requesting bibliographical information on publications relating to pulverized coal combustion, has been directed to my attention. We have no prepared bibliographies available on this or any other subjects. However, this department of Crerar Library does offer various search services, including computer searches of the technical literature. Information on your topic could undoubtedly be retrieved through a search of such files as COMPENDIX (Engineering Index) and Energy Research Abstracts, as well as NTIS. Such a search would cost some $80-$120.00.

We will gladly run such a search for you on receipt of your authorization.

Sincerely yours,

M.I.T. LIBRARIES MINIMUM LEVELS OF REFERENCE SERVICE

General Policies

1. Interlibrary borrowing is limited to M.I.T. students, faculty, and research staff for M.I.T.-related research needs.
2. People with access to other libraries should use those first. We should be used as a last resort for unique materials. Users should have letters of introduction from home libraries.
3. All service provided depends upon the circumstances and the individual problem.

	M.I.T. Community	M.I.T. Programs	Reciprocal Arrangements (Excludes BLC)	Other Colleges & Universities	Industry Government, Other Organizations
1. Directional: where to find specific collections, sources, other libraries, etc.	x	x	x	x	x
2. One-step holdings information: do we have... ?	x	x	x	x	x
3. On-demand brief orientation: quick tour highlighting special collections, reference areas, etc.	x	x	x	x	x
4. Identification of appropriate tools for subject search: answers the question "where would I find information about this topic?"	x	x	x	g x	ag x
5. Quick reference: service provided from "ready reference" collections, one-source answers, etc. (highly subjective--what is quick reference to one librarian may be extended reference to another)	x	x	x	g x	ag x
6. Verification of a citation: identification of an abbreviated title, checking of a national bibliography to verify the publication of an item, unscrambling a citation, etc.	x	x	x	abfg x	abcfg x
7. Interpretation and explanation of the use of a tool or card catalogue.	x	x	x	abfg x	abcfg x
8. Extended factual, subject-related reference: in-depth reference service involving substantial amounts of time and intellectual effort.	x	a x	a g x	abfgi x	abcdefg x
9. Interlibrary borrowing.	x				
10. On-demand group seminars, classroom instruction, tours: in-depth orientation to the literature of a discipline for a specialized group of users.	x	a x	acdefg x	abcdegh x	abcdefgh x
11. On-demand compilation of bibliographies (manual and computerized)	----------Fee for service----------				

Key BLC--Boston Library Consortium
Letters a through i indicate that a service is not provided to this category by a particular library: a-Barker; b-Rotch; c-Music; d-Lindgren; e-Science; f-Dewey; g-Aero; h-Lindgren excludes BLC from this level; i-Lindgren excludes all but Harvard users from this level.

PSG 1/79

We now have a ~~new name~~...

CENTER FOR BUSINESS RESEARCH

An updated version of the Business Information Guide 1982 is currently in preparation.

The production and distribution costs are being underwritten by a Chase Neighborhood Grant in recognition of service provided to the community.

Economic Research

The C.W. Post Center
of Long Island University

BUSINESS INFORMATION GUIDE

95

Center for Economic Research
C. W. Post Center
Long Island University
Greenvale, N. Y. 11548

Telephone: 516/299-2832, 33

Library hours:
Monday-Thursday 8:30 a.m. -- 10:00 p.m.
Friday & Saturday 8:30 a.m. -- 5:00 p.m.
Sunday 1:00 p.m. -- 9:00 p.m.

Directions to the Center

The C. W. Post Center is located on Route 25-A in Brookville, just west of Route 107 and a mile east of the town of Greenvale. Exits on the Long Island Expressway: from the East, 41 North (Route 107); from the West, 39 North (Glen Cove Road). The B. Davis Schwartz Library, which houses the Center for Economic Research, stands at the West Gate off 25-A.

The Center for Economic Research was established in May, 1978 at C.W. Post Center under a charter from the New York State Board of Regents. The $2.5 million collection of over 600,000 reference documents was formerly part of the Nassau County Research Library.

The Center for Economic Research is a specialized business reference library, offering a wide variety of research services to the public and business community in Nassau and Suffolk Counties. The library is open seven days a week year-round, with evening hours.

CER is a member of the Long Island Library Resources Council, and is the regional resource center for business and economic material for the Long Island regional area libraries, the Long Island Association of Commerce and Industry, and the Action Committee of Long Island.

This material was prepared by the staff at CER as a service to libraries in the area.

Mary M. Grant, Manager
Beverly Murphy
Brad Silverman
Miriam Uhlan
Lucille Vener

December 1978

CENTER FOR ECONOMIC RESEARCH

C. W. Post Center
Long Island University
Greenvale, N.Y. 11548

516/299-2832,33

HIGHLIGHTS OF COLLECTION

Full financial information on all publicly-held corporations on Disclosure microfiche service. (Annual reports and 10-K's on over 12,000 corporations.)

Online information retrieval of business and economics data bases through Lockheed's Dialog (fee charged for search time).

6500 periodicals titles in banking, finance, economics, international trade, marketing, insurance, labor relations, sales management, tax accounting, pension and profit-sharing services, specialized industry magazines.

Dun & Bradstreet's
- Account Identification Service (on microfiche)
- Australian Key Business Directory
- Key British Enterprises
- Metalworking Directory
- Million Dollar Directory (with Middle Markets)
- Principal International Businesses
- Reference Book of Corporate Managements

Moody's Manuals (current and retrospective):
- Banks and Finance
- Industrials
- Municipal and Government
- OTC
- Public Utilities
- Transportation

Moody's
- Bond Record
- Bond Survey
- Dividend Record
- Financing Foreign Operations
- Handbook of Common Stocks

National Register Publishing Co.:
- Standard Directory of Advertisers
- Standard Directory of Advertising Agencies
- Standard Directory of Corporate Affiliations
- The Consumer's Register

Price & Waterhouse guides on doing business in foreign countries (by country)

Sales Management's Survey of Buying Power

Standard & Poor's
- Corporation Records
- Fixed Income Investor
- Industry Surveys
- Outlook
- Register of Corporations and Executives
- Security Dealers of North America
- Statistical Service
- Stock Reports
- Stock Guide

Standard Rate and Data Service

State Industrial Directories

Telephone Directories
- White & yellow pages — all U.S. cities
- Some international

Thomas' Grocery Register

Thomas' Register of American Manufacturers

Value Line Investment Survey

Wall Street Journal
- stock, bond and commodity prices (1967 to date on microfiche)

Wall Street Transcript

FINDING FACTS ON CORPORATIONS IN THE UNITED STATES

Publicly held corporations are required by Federal law to publish all financial information. These are the corporations that are listed on the exchanges: New York Stock Exchange (NYSE), American Stock Exchange (AMEX), Over-the-Counter (OTC).

For **fast reference** on names, addresses, names of corporate officers, principal products:

Dun & Bradstreet Million Dollar Directory
Standard & Poor's Register of Executives and Directors

For **fast reference** on financial data of public corporations:

Moody's Manuals
Standard & Poor's Stock Reports and Corporation Records
Value Line Investment Survey

For **latest** information:

Wall Street Journal — Daily exchange listings and news
The New York Times — Daily exchange listings and business and financial news

For **in-depth reference:**

All of the above, plus:

Corporation annual reports, 10-K's, quarterly reports. (Available on Disclosure microfiche service at CER.)
Note: the 10-K provides the most comprehensive financial record of a public corporation's internal affairs. It also provides a history of the company's activities.
Periodical articles through **BPI, Accountant's Index, PAIS, F&S, WSJ Index**

Finding information on privately-held companies.

Privately-held companies are not required by law to publish financial information.

For reference on larger private corporations:

Dun & Bradstreet Million Dollar Directory
Standard & Poor's Register of Executives and Directors

If the company does not appear in these, try:

Thomas Register of American Manufacturers
Thomas Grocery Register
State or regional industrial directory

Specialized directories (Consult Klein's **Guide to American Directories**, Wasserman's **Encyclopedia of Business Information Sources**, or Gale Research's **Encyclopedia of Associations**.)

Telephone directories

Dun & Bradstreet Account Identification Service
(microfiche listing of names and addresses of all businesses in the U.S.)
(3,000,000 business establishments.)
Note: CER has this resource.
Standard Directory of Advertisers
Consumer's Register
Who Owns Whom

A great deal of information on privately held companies can be obtained by searching the business periodicals indexes.

Finding information on industries:

Standard & Poor's Industry Surveys
Dun & Bradstreet Key Industry Ratios
Robert Morris Annual Statement Studies (by industry)

Business periodicals indexes by subject

BIBLIOGRAPHY OF BASIC RESOURCES IN BUSINESS AND ECONOMICS FOR A PUBLIC LIBRARY

Those titles identified with an asterisk are considered basic to every public library's business reference collection. Other titles in the bibliography are recommended for further development of the collection.

Although other works were used, **Business Information Sources** by Lorna Daniells was relied upon most heavily in compiling the bibliography. Prices (where available) are current but should be used only as a guide.

Guides to Business Literature

Biz-dex. New York: Chase Manhattan Bank (monthly). $60 yr.
Approximately 100 abstracts monthly on current books, pamphlets, and journals devoted to finance and business. (Formerly titled **What's New in Business Publications.**)

Business Books and Serials in Print. New York: R.R Bowker, (annual). $37.50. Supplement, $24.00.
A comprehensive source to books and serials available in a given year. It is divided into three indexes: subject, author, and title.

***Business Information Sources.** Lorna Daniells. Berkeley: University of California Press, 1976. $14.95.
The most complete guide to all types of business books and reference sources. Valuable as a selection tool in developing a business collection. All entries are fully annotated.

Data Sources for Business and Market Analysis. Nathalie Frank. Metuchen, NJ: Scarecrow Press, 1969.
Lists and describes federal, regional, and local sources, periodicals, directories, etc. with an emphasis on original sources of information.

Directory of Business and Financial Services. 7th ed. Mary M. Grant and Norma Cote, eds. New York: Special Libraries Association, 1976. $18.80.
This directory deals exclusively with business, financial and economic services which provide continuous coverage of a particular facet of business activity. It is arranged alphabetically by title with indexes by subject and publisher.

***Encyclopedia of Business Information Sources.** 3d ed. Paul Wasserman, ed. Detroit: Gale Research Company, 1976. $42.00.
A detailed listing of information sources for approximately 1,300 specific subjects. Sources include, but are not limited to, handbooks, bibliographies, trade associations and professional societies, periodicals.

How to Use the Business Library, With Sources of Business Information. 4th ed. H. Webster Johnson. Cincinnati: South-Western, 1972. $2.95.
A basic introduction to the sources in the business library. Divided into categories such as directories, government publications, etc.

Statistics Sources. 4th ed. Detroit: Gale Research Company, 1974. $45.00.
A compilation of sources of numeric data about the United States and foreign countries. Includes data on industrial, business, social, educational, financial and other topics.

The Use of Economic Literature. John Fletcher, ed. Hamden, CT: Archon Books (Shoe String Press), 1971. $13.95.

Includes chapters devoted to the kinds of sources, and also to particular subject areas in the field of economics.

Wall Street Journal Review of Books. Pleasantville, New York: Docent Corporation (quarterly). $22.00.

Each issue includes approximately fifteen lengthy, signed reviews on books covering financial and business topics.

Almanacs/Yearbooks

•Dow Jones-Irwin Business Almanac. Sumner N. ~~Lewis~~ Levine, ed. Homewood, IL: Dow Jones-Irwin, 1978. $9.95.

Provides statistics on many aspects of business, investments, finance, and economics. Includes special sections on advertising, stock market, labor, and commodities. A valuable, current source for business information.

Statesman's Year Book. New York: St. Martin's Press (annual). $25.00

Descriptive and statistical information about the governments of the world. Information includes state finance, production and industry, commerce, banking and credit, and money.

Financial Manuals

•How to Read a Financial Report. 4th ed. New York: Merrill Lynch Pierce Fenner & Smith Inc., 1975. Free.

This pamphlet is designed for non-accountants and is written in a straightforward style. It is easy to understand and informative.

•Moody's Manuals. New York: Moody's Investor Service (annual, with semi-weekly supplements). $595 for first four manuals.

Moody's Bank and Finance Manual
Moody's Industrial Manual (2 volumes)
Moody's Public Utilities Manual
Moody's Transportation Manual
Moody's Municipal & Government Manual (2 volumes w/supplements). $225.
Moody's OTC Industrial Manual (weekly supplements)

These manuals cover U.S. and foreign companies listed on American stock exchanges. Information includes a brief corporate history, subsidiaries, principal business, balance sheet statistics, financial ratios, etc.

Standard & Poor's Stock Reports. New York: Standard & Poor's Corp. (loose-leaf, with semi-weekly supplements).

Over-the-Counter and Regional Exchange Stock Reports (4 volumes) $300.00.
Standard American Stock Exchange Stock Reports (4 volumes) $350.00.
Standard New York Stock Exchange Stock Reports (4 volumes) $350.00.

Each of the short reports provides information on fundamental position, recent developments, earnings and balance sheet data, capitalization, prospects, etc.

Value Line Investment Survey. New York: A Bernhard & Co. (loose-leaf, with weekly additions). $295.

Provides analysis and reports on over 1,500 different stocks in 76 industries. The information is constantly updated and deals with projections, earnings, dividends and other information important to the investor.

Atlases

•Commercial Atlas & Marketing Guide. Rand McNally. Chicago: Rand McNally & Co. (annual). $90.00.

Particularly strong on U.S. information with a separate map and index for each state. Includes information on agriculture, communications, manufacturing, retail trade, transportation and population.

Biographical Dictionaries

Who's Who in America. Chicago: Marquis Who's Who (biennial). $72.50.

A standard reference source for contemporary biographical information.

•Who's Who in Finance and Industry. Chicago: Marquis Who's Who (biennial). $52.50.

Comprehensive biographical data on approximately 18,000 leading figures in the business world.

Dictionaries/Encyclopedias

•Glenn G. Munn's Encyclopedia of Banking and Finance. 7th ed. F.L. Garcia, ed. Boston: Bankers Publishing Co., 1973. $49.75.

Contains over 3,000 terms and topics in alphabetical order. Includes examples, tables cross-references, and bibliographic citations.

International Dictionary of Management: A Practical Guide. Hugo Johannsen and G. Terry Page. Boston: Houghton Mifflin, 1975. $10.00.

Contains 5,000 entries devoted to business and management. Also included is information on agencies, associations, trade unions, and stock exchanges.

•McGraw-Hill Dictionary of Modern Economics: A Handbook of Terms and Organizations. 2d ed. New York: McGraw-Hill, 1973. $22.95.

Part I defines 1,300 economic and related terms and Part II lists and describes approximately 200 private and public organizations concerned with economics and marketing.

Trade Names Dictionary. Ellen T. Crowley, ed. Detroit, MI: Gale Research Co., 1975. 2 volumes. $65.00.

This guide alphabetically lists over 100,000 consumer product trade names, brand names, and design names. Addresses of their manufacturers, importers, marketers, or distributors are given.

Directories of Companies

•Directory of Corporate Affiliations. Skokie, IL: National Register Publishing Co. (annual, with bimonthly supplements). $65.00.

Designed to provide access to information on the corporate structure of about 3,000 major corporations operating in the U.S. and Canada. Section I lists the parent companies in alphabetical order and includes its divisions and subsidiaries, with addresses. Section II lists the subsidiaries alphabetically and notes the parent company.

•Guide to American Directories: A Guide to the Major Directories of the United States Covering All Industrial, Professional and Mercantile Categories. 10th ed. Rye, N.Y. : B. Klein Publications, Inc. 1978. $45.00

The entries are annotated and arranged by subject, e.g., "Banking and Investments," "Air and Water Pollution."

MacRae's Blue Book. Hinsdale, IL: MacRae's Blue Book Co. (annual). 5 volumes.

Provides the most up-to-date information on companies that sell products and services to industry. Includes headquarters location, products and services, telephone numbers, sales offices, and distributors.

(remainder of listing omitted from KIT)

EXCERPT FROM NEW YORK PUBLIC LIBRARY STUDY ON FEE-BASED SERVICES DONE IN 1981.

SUMMARY

There is substantial precedent for this recommendation--14 public or academic libraries, including one RLG member, already offer for-fee services.

	Document Delivery	Reference/ Research	Indexes	Translation Services	Telephone Services	Library Services	Other
Cleveland Public	X	X					X
Dallas Public	X	X					X
Minneapolis Public	X						X
U.C.L.A.	X						
Cornell University	X	X					
University of New Mexico	X						
Brooklyn Business		X					X
Rice University	X	X		X	X		
Tulsa City/County	X	X					X
Rutgers University*	X	X					
John Crerar	X	X		X			X
University of Colorado	X	X					
University of Wisconsin	X	X				X	
Harvard University**	X						

* RLG member.
** Services not advertised but available.

USER PUBLICITY

CTRC NEWSLETTER

ROUTE TO:

SPRING 1982

VOLUME XII NUMBER II

TABLE OF CONTENTS PAGE #

INFORMATION FOR DECISION MAKERS AND MARKETING PROS. 1,2,3
SAMPLE QUESTIONS 4,5
TELEPHONE PROBLEMS 6
SBC-SERIALS BOOK CATALOG 6
STATISTICS (where to look) 7
DEMOS-MAY WE INVITE OURSELVES 7

INFORMATION FOR DECISION-MAKERS AND MARKETING PROFESSIONALS:

There have been more databases for the decision-maker and marketing professional added this past year to the DIALOC system than in any other discipline. These files provide many aspects of needed business information. Rather than introduce all of the new databases, we will discuss the kinds of information available and give some examples, including the following categories: Company Information; Market Surveys; Business News; Marketing Statistics; Business Literature; Labor Statistics; and Electronic Yellow Pages. (An article next fall will focus on International Markets.)

COMPANY INFORMATION:

DISCLOSURE II: Information on 9000 publicly owned companies from reports (10-K, 10-Q, 20-F, 8-K, proxy and registration statements) filed with the U.S. Securities and Exchange Commission including: financial statements (assets, liabilities, income statement, and segment data); names and salaries of officers and directors; a list of subsidiaries; and a detailed management discussion.

MILLION DOLLAR DIRECTORY: Produced by Dun and Bradstreet's Dun's Marketing Services, this is a file of comprehensive business information on 120,000 U.S. companies whose net worth is $500,000.00 or more. Information includes: company name, address, phone; relevant SIC codes; sales; number of employees; name of CEO; and various other details. This is a good source for hard-to-find information on privately held businesses.

DUN'S MARKET IDENTIFIERS: Also produced by D and B, this file contains detailed information on more than 1,000,000 U.S. business establishments with at least 10 employees. This file is useful for identification and location of high-potential targets for marketing programs and includes the same information as described above in the Million Dollar Directory.

MARKET SURVEYS:

FIND/SVP REPORTS AND STUDIES INDEX: Provides listings, with abstracts, of market research reports available from both U.S. and non-U.S. publishers. Includes over 6,500 market research reports, studies, and surveys from 300 publishers worldwide. This file is of particular interest to anyone who needs to know about the existence of important analyses of markets, industries, and companies.

Subscription price $10.00 per year (four issues). Free to clients of CTRC.

HARFAX INDUSTRY INFORMATION SOURCES(available this Spring): Lists both primary and secondary sources of industry data including market research reports, investment banking studies, special issues of trade journals, economic forecasts, and numeric research databases for 60 major industries. The file will begin with 25,000 records from 1979 to the present and involve only U.S. and Canadian industries. Industries in Western Europe are scheduled to become a regular part of the file.

BUSINESS NEWS:

STANDARD AND POOR'S NEWS: Offers both general news and financial information on more than 9,000 publicly-owned U.S. companies, covering interim earnings, management changes, contract awards, mergers, acquisitions, bond descriptions, and corporate background including subsidiaries, litigation, and officers. This file is also a source of annual reports, interim earnings reports, and statistical data of U.S. companies.

PREDICAST'S PROMT(Predicast's Overview of Markets and Technology): Abstracts all significant information appearing in thousands of newspapers, business magazines, government reports, trade journals, bank letters, and special reports throughout the world. This file contains information involving: acquisitions, capacities, end uses, environment, foreign trade, market data, new products, production, regulations and technology.

NEWSEARCH: Daily updates of 2,000 news stories from the New York Times, Wall Street Journal, and the Christian Science Monitor as well as many other popular magazines such as Time, Newsweek, Harvard Business Review. This file provides current information on product reviews; executive and corporate news; and current events.

PREDICAST'S FUNK AND SCOTT INDEX: Covers both domestic and international company, product, and industry information. It contains information on corporate acquisitions and mergers, new products, technological developments, and sociopolitical factors. It summarizes analyses of companies by securities firms, contains forecasts of company sales and profits by company officers, and reports on factors influencing future sales and earnings.

MARKETING STATISTICS:

PREDICAST'S U.S. AND INTERNATIONAL FORECASTS: Contain abstracts of published forecasts with historical data for all countries of the world. Coverage includes general economics, all industries, detailed products, and end-use data. The information is gathered from trade journals, business and financial publications, key newspapers, government reports, and special studies. Often the actual statistics you need can be printed directly on the computer terminal.

PREDICAST'S U.S. AND INTERNATIONAL TIME SERIES: These files consist of two subfiles:1. Predicasts Composites with projections to 1990. Coverage includes: population; GNP; per capita income; employment; production or usage of major materials; products; energy and vehicles as well as detailed construction, industrial production and price series. 2. Predicasts Basebook which contains annual data from 1957 to date for series on production, consumption, prices, foreign trade, agriculture, mining, manufacturing, wages, and end-use distribution for many types of industries, products, and services.

BUSINESS LITERATURE

TRADE AND INDUSTRY INDEX: Abstracts articles from the following newspaper sources: The Wall Street Journal, the New York Times Financial Section, American Banker and Barrons. Journal coverage includes such publications as Advertising Age, Coal Age, BYTE, Electronic Design, National Underwriter, Oil and Gas Journal, and Tax Advisor. This database provides, in a single source, current and comprehensive coverage of major trade journals and industry-related periodicals.

ABI/INFORM: 143,000 records from 1971 to the present. This database is designed to meet the information needs of executives and covers all aspects of business management and administration. General decision science information, applicable to many types of businesses and industries, is stressed.

MANAGEMENT CONTENTS: Articles from 200 U.S. and foreign journals, proceedings, and transactions are fully indexed and abstracted to provide up-to-date information in the areas of accounting, decision sciences, finance, industrial relations, managerial economics, marketing, operations research, organization behavior and public administration.

LABOR STATISTICS

BUREAU OF LABOR STATISTICS: There will be four subfiles available this spring. They include the following:

BLS CONSUMER PRICE INDEX: Numeric, rather than narrative in nature, this file will consist of consumer price indexes for various geographic areas and population categories including selected urban areas, regions, and an average for U.S. cities.

BLS PRODUCER PRICE INDEX: Indexes are provided for over 2,800 commodities and are calculated by averaging the prices for all commodities manufactured by a particular industry. If available the time series record will contain 20 years of annual data and 10 years of quarterly and monthly figures.

BLS EMPLOYMENT, HOURS AND EARNINGS: Provides time series, by industry, for national, state, and local regions. Includes: total employment, number of women employed, number of production or non-supervisory workers, average hourly earnings, average weekly earnings, and average weekly overtime hours in manufacturing industries.

BLS LABOR FORCE: Time series on U.S. employment, unemployment, and non-participation in the labor force. The data are classified by a variety of demographic, social, and economic characteristics.

ELECTRONIC YELLOW PAGES

ELECTRONIC YELLOW PAGES: This is the beginning of a series of databases which will ultimately represent more than nine million businesses in the United States and more than five million names of professionals and executives. Useful for sales, marketing, advertising, promotion, direct mail, and general reference and inquiry, these files will contain name , address, phone number, geographic location, SIC code (4 digit), and relative size of the firm. Available now is the file on Financial Services which includes 90,000 records for banks, savings and loan companies, and credit unions in the U.S. Forthcoming files include manufacturing, retailers, wholesalers, professionals(including doctors and lawyers), construction, and services.

This is a brief discussion of databases which are of special interest to people in business. They range from numerical data to complete journal articles. We recommend that you let us help you by simply calling us with your information request. Let us inform you on what is the best way to proceed; we will also give you an estimate of the cost. This relieves you from the responsibility of remaining current with the many new databases becoming available to serve you

TYPICAL REFERENCE QUESTIONS

BUSINESS

What are the subsidiary companies of Proctor and Gamble?

I need articles about employee reaction to Open Space Offices.

What was the GNP of selected foreign countries during 1977-78?

Can you find some manpower planning and staffing programs from other companies?

We need a worldwide directory of banks.

CHEMISTRY

How does one separate water from alcohol using membranes?

What is the methodology for quantitative IR analysis?

Please do a literature search on macrocyclic polyethers.

I need to find out various methods of analyzing chlorine by gas.

ENGINEERING

What is the residual strength of bolts after torque?

We need testing procedures and standards for insulation.

Can you do a $100 search for us? We need to respond to an RFP within two weeks.

Has anyone made a comparative analysis of batteries?

Which companies are doing research on robotics?

ANSWERED BY CTRC

GENERAL

Will you find the address of the Research Foundation for the Study of Cycles?

I need the names of all of the chief engineers in state highway commissions.

Were any articles written prior to 1968 on the concept of neighborhood crime watch?

I need a copy of the Kissinger speech about SALT II given before the Foreign Affairs Committee around July 1979.

What were the profits shown for commercial TV networks during 1978?

GEOSCIENCES

What is the number of establishments within the mining industry?

Can you provide us with a list of Russian publishers of geological information?

Are there American mining companies or metal exploration companies in Eastern Australia?

How many manned oil rigs are there presently in the U.S.?

LAW

We need to obtain an interpretative discussion of Colorado water statutes.

Can you find sample contracts for salespersons?

How many building permits were issued for private dwellings on the Western Slope in 1979?

MEDICINE

What is the current status of acupuncture anesthesia among doctors today?

Describe the origins and development of biological rhythms in man today.

Are there studies of the relationship between road traffic noise and psychophysiological stress?

Describe the most recent techniques of removing tattoos?

What are the effects of smoking and pollution on the respiratory system of teenagers?

TELEPHONE PROBLEMS

More and more we're having to use our phone answering device other than during the noon hour. We apologize, for it's always disconcerting not to have the human interaction. But our work requires that we do a great deal of running around - to the card catalog, to OCLC, to various branches. Things can get garbled over the recording (and even with a "real" phone conversation) so we urge you to send your document delivery requests via mail or via Dialorder. We will accept them in any format; in fact a copy of the reference as you find it will usually mean more to us than when you try to spell out abbreviations or when you're not sure which number is the volume or issue or pages or even date.

SBC

The University of Colorado Catalog of Serials, affectionately known as the SBC, is a very important tool for finding what journals, periodicals and serials are held by the library system. We urge all clients whose demand for document delivery exceeds 35 requests a year to purchase a copy (just call the Serials Dept at 492-6788). When you can give us a correct call number and location for a title that CU owns, we reduce our fee by $1.00 per item.

Some assistance may be needed when first using the SBC. Although there are many cross-references, one still needs to know some basic cataloging rules in order to find a specific entry. Unfortunately the Anglo-American Cataloging rules have changed within the last couple of years so that there are different ways of listing a title, depending upon when it was cataloged. Very simplified, as a general rule, older entries will be listed under Corporate author first; i.e.., American Chemical Society. Journal. Newer entries will usually be listed as the title appears on the title page; i.e., Bulletin of the British Mycological Society. Consequently, one should look in both places. Other idiosyncracies of older cataloging put Japanese serials under the Japanese language title, even though the publication is in English; i.e., Journal of the Mathematical Society of Japan is found under Nihon Sugakkai, Journal..... Universities have been listed under the State first, then the University, then the Department. Publications are listed under the country, if they emanate from the government; i.e., Great Britain, Department of Technical Cooperation.... Our best advice is to look at a number of possible entries before deciding that the journal you want is not carried by CU. Remember also that new serials are always being added and your SBC may not be completely up to date. Another problem arises with technical conferences. Even though you know that IEEE, for example, may hold a conference every year under the auspices of its Power Engineering Society, your chances of finding it listed in the SBC are about 50/50. Because the title page probably varies from year to year, catalogers cannot treat such publications as serials. Consequently more and more of the newer IEEE conferences are being called monographs, and will only be listed in the card catalog. When in doubt, send your requests to us anyway. Statistics show that our library system holds approximately 70% of the requests sent to us. We are one of the larger libraries in the Rocky Mountain area, so should have a good percentage of most technical journals and books you need.

* * *

> "If everybody minded their own business," the Duchess said,
> in a hoarse growl, "the world would go round a great deal
> faster than it does."
>
> Lewis Carroll: Alice's Adventures
> in Wonderland Ch. VI

* * *

STATISTICS

Many of the reference questions asked us have to do with statistics. In spite of the millions of statistics pouring out of governmental sources, and thousands from research organizations, or other private sources, it is sometimes very difficult to come up with the specific numbers required. Our problem is how current the information is. By the time it gets in print, it is usually at least a year old.

Two excellent places to begin searching for statistics are in the files published by the Congressional Information Service. One, ASI (American Statistics Index), is available for manual searching in either the Reference Department or in GovernmentPublications at the University of Colorado. We have computerized access to it through Dialog and SDC. This source covers all statistics put out by US Government agencies, telling which publications will contain the specific information needed. Its sister publication, SRI (Statistical Reference Index), covers non-governmental sources. At this time, it is only available for manual perusal in the Reference Dept.

There are some other online statistical files-some of the best (available through Dialog, SDC and BRS) are put out by Predicasts. These are very helpful for marketing information, giving not only useful statistics needed for business decision making, but other pertinent information for marketing. The BI/DATA time series, on Dialog, gives economic indicators for up to 131 countries. The US Bureau of Labor Statistics has databases for Consumer Price Index, Employment Hours and Earnings, Labor Forces, and Producer Price Index, all of which will soon be on Dialog.

Internationally, a good source for determining which agencies put out which statistics is the Directory of International Statistics by the United Nations, in Government Publications Reference. It lists agencies which gather or compile statistics for many countries, gives a chart for the kinds of data that are available by country and type of industry, and shows which publications will include the data. Some of these files are also online, but not accessible by us at this point.

You are welcome to use the resources in the library collection yourself or you can call us and we will find you the statistics you need. Remember that the value of your time includes not only the hours you spend in the library, but also the drive over here. We are just minutes away from much of the information you need.

DEMOS

At no cost to you, a person from our staff is available to come to your company to do a demonstration of computer searching. We bring our portable computer terminal into your offices and using a normal telephone line, tie into a telecommunication network that connects us with the Dialog Search System in California where the information is stored. The demonstration focuses on two aspect: the benefits of computer searching including the basic steps involved; and the kinds of information which can best be found using a computer. Naming a topic relevant to you, we will find current information from a number of databases on that subject. Demonstrations are especially useful for the end users, those people on your staff who actually need the information. We can focus on either the technical or marketing aspects or both. Most demos last about one hour and involve five to fourteen people. If you are interested, call Lynne to schedule a convenient time - 492-8774.

In order to keep our mailing list up-to-date, we will continue to need your help. Please keep us aware of changes in names and addresses. Also let us know what you would like to see in subsequent issues of the CTRC Newsletter.

☐ Please add this(these) name(s) to your newsletter mailing list.

☐ Please delete this(these) name(s) from your newsletter mailing list.

☐ Please change the name on your mailing list as shown.

☐ Please change the address as shown.

☐ Please start a subscription to the CTRC newsletter. I have enclosed $10.00

______________________________ to ______________________________

NAME ______________________________ NAME ______________________________

COMPANY ______________________________ COMPANY ______________________________

ADDRESS ______________________________ ADDRESS ______________________________

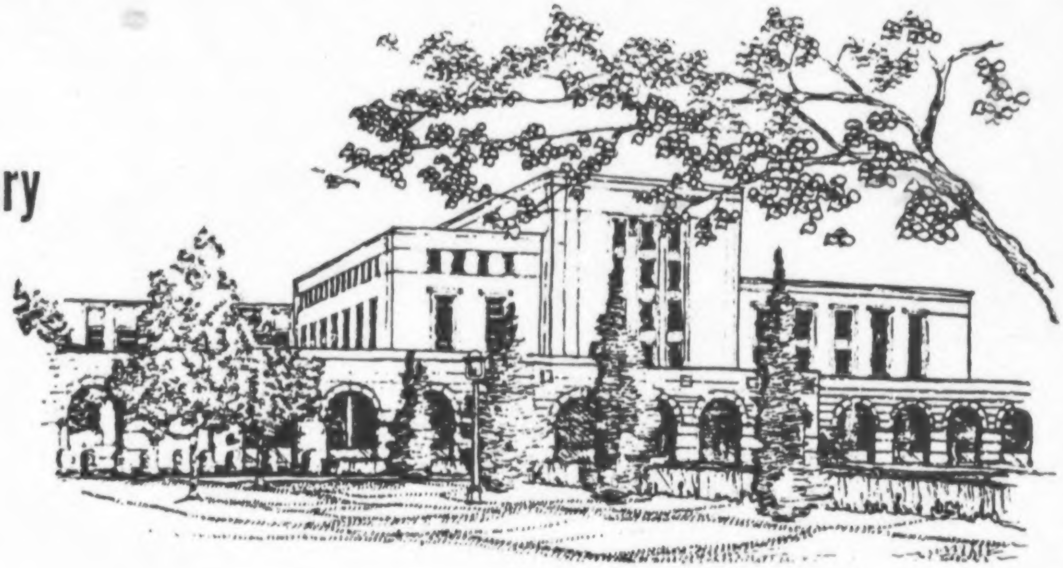
____

Colorado Technical Reference Center
Campus Box 184
University of Colorado
Boulder, Colorado 80309

Address correction requested

Nonprofit Org.
U.S. Postage
PAID
Boulder, Colo.
Permit No. 257

Fondren Library Bulletin



RICE UNIVERSITY Houston, Texas New Series Vol. 8.1 Oct. 1981

RICE INFORMATION AND COMMUNICATION EXCHANGE

Tucked away in a small office in the Fondren Library is a rapidly expanding organization called the Regional Information and Communication Exchange. R.I.C.E. has been at the Fondren Library since 1967 but only in recent years has it become an aggressive competitor in the information market.

History

R.I.C.E. was founded in 1967 with funding from the Special Merit Program of the Office of State Technical Services (OSTS). The purpose of the grant was to place the findings of federally-supported research in the hands of business and industry. The original organization linked seventeen primarily academic libraries on the Gulf Coast via teletype. Funding ceased in 1970 when the OSTS closed, but R.I.C.E. continued its operation using funds derived from user fees and some contributed services of Rice University.

Pat Samuelsen, the author of this article, is a member of the staff of R.I.C.E.

Since then, R.I.C.E. has experienced many changes in response to the rapid advances in technology and the information industry. Every day, it becomes increasingly difficult for engineers, chemists and geologists to keep abreast of the information available to them or to find a particular piece of needed information. The staff at R.I.C.E. is well acquainted with the tools of the information trade and can provide the needed information efficiently and cost effectively.

Services

Utilizing the Fondren Library as well as worldwide resources, R.I.C.E. can supply technical reports, monographs, journal articles, patents, conference proceedings, government documents, news briefs, statistical information on corporations, and even unpublished reports and papers. Personal contacts are maintained at libraries whose collections complement the Fondren's so that documents can be retrieved from these sources as quickly as possible. Books and articles are also obtained through standard interlibrary loan channels as well as from societies, associations, and individuals.

R.I.C.E. also performs literature searches on over 150 databases accessed through Lockheed, Systems Development Corporation, and Bibliographic Retrieval Service. The databases include a wide variety of subject areas primarily in the scientific and technological areas, and cover current information (mid 1960's to the present). Databases frequently searched include Petroleum Abstracts, Georef, Compendex (an online version of Engineering Index), Chemical Abstracts, and NTIS (containing federally-sponsored research reports). Environmental, management, marketing, import/export, and patent databases are available as well as more specialized files such as an online version of Metals Index, and a fluid engineering database.

These computer-prepared bibliographies are tailored to the requestor's specifications and can be compiled in a broad and comprehensive manner or within very specific confines such as language, date, specific company, or author. The information contains current research and recent advances giving R.I.C.E. clients a competitive edge in their businesses. The computer-prepared bibliographies can also be supplemented by manual bibliographic searching using printed reference sources.

Other services include:

Answers to standard and unusual, hard-to-find reference questions.

Translations of journal articles, technical reports, contracts, etc. by professional translators proficient in the language and field of research.

Market surveys of publicly available material for product information, corporate news releases and financial information.

PAR, a professional employment service which provides clients with resumés of professional engineers with specific interests and qualifications related to their staffing requirements.

Clientele

The R.I.C.E. clientele is a varied group, based primarily in Houston and the Southwest. It includes Fortune 500 companies, and consultants and individuals doing freelance research for small firms. Nearly every subject area is represented but petroleum, chemical and engineering fields are predominant. There is an increasing interest from such sectors as the import/export industry, lawyers, research and marketing managers, and manufacturers.

Very often, large corporations using R.I.C.E. have libraries of their own, but find it convenient to use R.I.C.E. to secure various kinds of information not readily available from their own library. Many businesses do not have a professional library staff or well-established information centers and rely on R.I.C.E. to meet their research needs.

Operations

R.I.C.E. has experienced a growth rate of 80% during the last four years. During this period, the primary means of advertising was through personal referrals. R.I.C.E. has only recently begun to market its services. Advertisements in the Houston Post during recent conventions, as well as exhibits at an AAPG meeting and the Energy Sources Technology Conference have introduced R.I.C.E. to new clients. Continued growth is expected through an aggressive marketing campaign targeted for the near future.

The R.I.C.E. staff consists of three professional librarians and six staff members as well as 140 hours of student help. The office receives over 130 requests every day and handles an average of 40 topical research requests every month. The fees charged for these services provide for equipment, salaries, telephone, telex, xeroxing, copyright fees, office supplies, and printing, making R.I.C.E. a self-supporting organization.

R.I.C.E. profits have aided the Fondren Library in various ways. This office has supported subscriptions to Petroleum Abstracts and United States Patents in the past, has purchased library equipment, and has assisted the library in obtaining various reference materials, including the 9th Collective Index for Chemical Abstracts. R.I.C.E. also occasionally purchases publications that would not otherwise be acquired and has developed a copyright record file which can be used in identifying materials requested by the Rice community that are not yet held by the Fondren Library. The office also handles interlibrary borrowing for the Rice academic community and fills interlibrary loan requests from other universities as well.

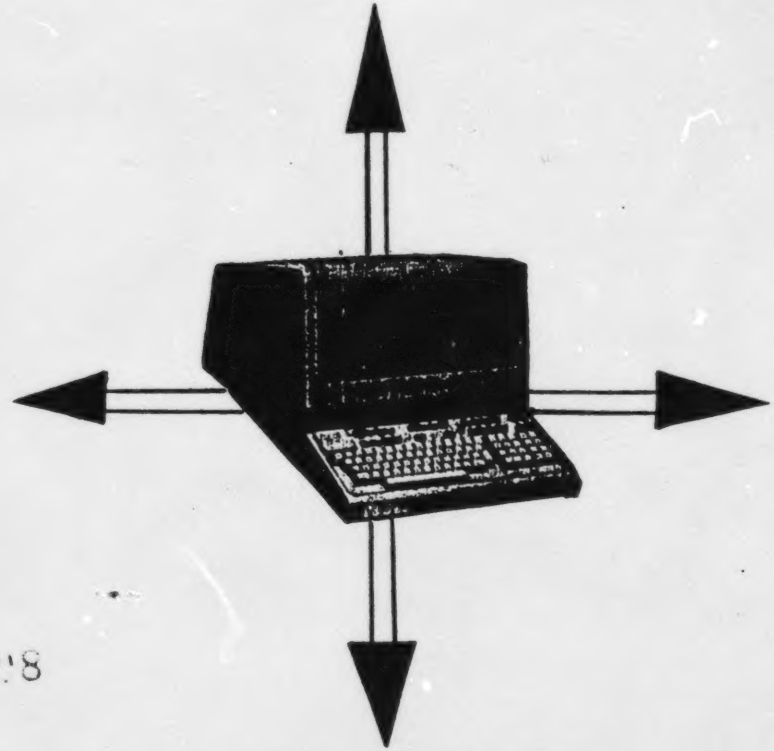
Operating as an integral part of the Fondren Library, R.I.C.E. not only supports the information needs of its clients, but is actively contributing to fostering a strong relationship between the University and the business community.

Richard Fletcher and Robert Ford of R.I.C.E. survey the morning's mail of researcher's requests.

UNIVERSITY OF NEW MEXICO

GENERAL LIBRARY

DOCUMENT DELIVERY SERVICE



COSTS

Items supplied from UNM	$2.75
Phone requests	$3.50
Xeroxing	$.10/pg
Microfiche to paper	$.05/pg
Microfilm to paper	$.15/pg
Microfiche to microfiche	$.25/pg
Items supplied from outside sources	$5.25

All handling charges billed to UNM

Delivery is priced according to distance

An efficient document delivery service is a recognized need of researchers. At the University of New Mexico, the General Library offers such a service to those researchers employed at regional facilities. The document delivery service at UNMGL is an integrated approach to document retrieval which combines the various functions of interlibrary loan and bibliographic verification. Any request for any document is accepted from document delivery customers and requests may be submitted by phone, by mail, or by courier. The service is designed for those individuals who are willing to pay for a specific document and the delivery of the document to a specific location.

In satisfying the document needs of regional researchers, the General Library utilizes the following resources.

- UNM's collection of over 1,000,000 volumes.
- The collections of the Center for Research Libraries are available via TYMSHARE and requests for articles and conference papers are forwarded by CRL via computer to the British Lending Library.
- The services of over forty commercial vendors are available via information retrieval systems offered by DIALOG, BRS, and SDC. These vendors include Chemical Abstracts, Engineering Society Libraries, Commonwealth Agricultural Bureaux, NTIS, Norwegian Institute of Technology, USBE, Scandinavian Information Retrieval Service, National Standards Association, and the Universitatsbibliothek und Technische Informationsbibliothek.
- UNMGL will also contact professional societies, authors, or national associations to secure copies of their publications.

In fiscal year 80/81, UNMGL's document delivery service received more than 5,000 requests. The service successfully completed 95% of these requests. The service provided all types of printed material including conference papers, journal articles, technical reports and specifications, government publications, and patents. If you are interested in this service, please contact Stephen Rollins, Circulation Department, Zimmerman Library, University of New Mexico, Albuquerque, NM,87131. Telephone:(505) 277-5056.

Information Exchange Center
Price Gilbert Memorial Library
Georgia Institute of Technology
Atlanta, GA 30332
(404) 894-4511

Name ____________________

Organization ____________________

____

Title ____________________

Address ____________________

____

City ____________________

State ____________________ Zip ________

Nature of Business ____________________

____

____

☐ Please call me. I need more information on your services.

☐ Please mail me more detailed information on your services.

☐ I am particularly interested in computer searching capabilities.

Information Exchange Center
Price Gilbert Memorial Library
Georgia Institute of Technology
Atlanta, GA 30332

1885

Information Exchange Center

Georgia
TECH
Library

Price Gilbert Memorial Library
Georgia Institute of Technology
Atlanta, Georgia 30332
(404) 894-4511

The Information Exchange Center

In the past two decades, the magnitude and diversity of published information have presented a formidable challenge to those attempting to stay abreast of new developments in their areas of interest, and to those needing to retrieve specific information.

Since 1968 the Georgia Tech Library has operated a cost-recovery, fee-based information service for off-campus business, industry, government, and research personnel through its Information Exchange Center (IEC).

The IEC was established to provide off-campus clientele with easy access to the varied information resources of the library, and to offer bibliographic services, both manual and computerized, to meet their research needs.

With today's proliferation of information, the IEC staff is one of the library's great resources. This staff of professionals can assist you in retrieving the information you need quickly and efficiently.

The Library's Resources

The Georgia Tech Library has long been a rich source of information in many areas:

Architecture
Business
Ceramics
Chemistry
City Planning
Communications
Economics
Electronics
Engineering
Environment
Geophysics
Industrial Design
Management
Mathematics
Metallurgy
Paper
Physics
Technology
Textiles
Water Resources

Special collections held by the Georgia Tech Library include:

- Scientific and technical abstracts, indexes, and reference works
- U.S. patents and trademarks
- U.S. and foreign patent abstracts and indexes
- U.S. industry standards and specifications
- International standards
- Military and federal standards, specifications, and qualified products lists
- Military handbooks
- Maps, atlases, and nautical charts (USGS, NOS, and DMATHC depository)
- U.S. government documents, including extensive holdings of USGS and Bureau of Mines publications
- Technical reports depository (NACA, NASA, DOE, AEC, NTIS)
- Manufacturers' catalogs and directories
- Industrial product information
- 10-K and company annual reports
- Urban documents
- Sci-Tech professional society publications

Literature Searches

In addition to manual searching, the IEC staff is capable of performing computer searches in all areas and disciplines.

Computerized literature searching is an automated method of scanning abstracts and indexes of journal articles and technical reports to compile lists of articles on a particular subject. It offers the advantages of speed, efficiency, thoroughness, and cost-effectiveness over conventional manual searching. The usual result of a computerized search is a bibliography with abstracts of highly relevant citations.

The IEC has access to the following major on-line systems:

Lockheed DIALOG
SDC ORBIT
Medline
BRS
OCLC
DOE-RECON
NASA-RECON
New York Times
Information Bank

Through these systems, over 200 databases are available, spanning a wide variety of subject areas. Science and technology are particularly well covered, with databases devoted to agriculture, biology, chemistry, electronics, engineering, physics, medicine, meteorology, oceanography, pollution, as well as multidisciplinary sources. The social sciences are represented by databases in the fields of business, education, language, history, management, psychology, and sociology.

SDI Service

The Selective Dissemination of Information (SDI) service offers users a convenient and economical way to keep up-to-date on a specific research subject. Periodic updates of a retrospective search are supplied for a minimal charge, depending on the on-line system. This service is particularly valuable for active, on-going research projects.

84

Cost of Computerized Searching

A current fee schedule for IEC services is attached to this brochure. Computer costs are based on the number of citations printed and the computer connect time. The computer cost of searches varies depending on the topic and database being searched, and cannot be calculated exactly until after the search is processed. A charge is also made for staff time in preparing the search strategy and performing the actual search. The cost can be monitored during computer connect time, and cost restrictions can be acknowledged.

The average cost of a computer search falls in the $75-125 range and up, according to the complexity and output of the search. Literature searches are also available on a rush basis (consult fee schedule for rates).

Services And Fees

Information Services

Reference service: $25/hour

Manual literature searches: $25/hour (plus photoduplication charges)

Computerized literature searches: $25/hour (plus computer costs)

RUSH searches: $50/hour plus computer costs. (Estimated delivery time will vary. Please inquire.)

Delivery of Documents Owned by Tech Library

Handling fees:
  Regular mail requests: $4/item
  RUSH mail requests: $12/item
  RUSH phone requests: $15/item
      plus

Photocopy or other duplication charges: $.25/page or $.50/microfiche

Loans (restricted to agencies with a librarian or information officer):
  Regular mail requests: $8/item
  RUSH rates as above

RUSH requests will be dispatched from our office within one (1) working day of receipt. Regular orders will be processed as received.

Postage: extra if other than Library Rate for loans or First Class for photocopies.

Bibliographic verification of incorrect or incomplete citations: $25/hour ($15 min.)

Locations for items not owned by the Tech Library: $10/item

Please inquire regarding backorders, custom translations, and special requests.

Billing: deposit account or monthly invoice options are available.

INDUSTRIAL INFORMATION SERVICES

Box 123
Southern Methodist University
Dallas, Texas 75275
214 692-2271

INDUSTRIAL INFORMATION SERVICES

Bringing to your desk the resources of the SMU libraries, I.I.S. customized library service matches the needs and demands of individual businesses and industries to the vast, dynamic data bank of man's technical accomplishment --- the technical literature, I.I.S. provides a convenient, dependable means of giving back-up capability to in-house libraries and satisfying individual or project information needs.

Services available through membership agreements are:

LOAN Services:	Delivers to your office the books, journals, government reports, and maps of the SMU libraries' collections.
Photocopy SERVICE:	Gives same-day processing to requests for photocopied materials from all SMU Library collections, making available to you the materials in the reference and other special non-circulating collections.
Bibliographic VERIFICATION:	Provides the accurate identification of incomplete or garbled references necessary to the ready location of elusive materials.
Location SERVICE:	Functions as a widening spiral to locate publications not in the SMU collections in other area, state, regional, or national libraries or resource centers.
Delivery SERVICE:	Prompt motor delivery service of loans or photocopies gives rapid response to urgent needs.
Free use of SMU Libraries:	Through I.I.S. all resources of the SMU libraries may be used without charge on the premises.
Referral SERVICE:	Identifies, and if desired, makes contact with specialized national information centers or technical libraries to bring clients in contact with the greatest concentration of activity and expertise concerning their problem areas.

Reference SERVICE:	Makes the reference collection of SMU your desk handbook by providing expert staff to ferret out the fact you need.
Search Guidance SERVICE:	Skilled, professional assistance in locating specific data in the literature or in planning an extensive literature search.
Literature Searching SERVICE:	Designs, implements, and reports comprehensive, confidential surveys of scientific, technical or business literature.
Consulting SERVICE:	Assistance in designing or optimizing client's information facilities by providing professional consulting on manual or automated library systems.
Affiliate SERVICES:	Provide access to specialized conventional and computer-based location and search services, making I.I.S. your entry point to an array of broad-based, sophisticated information services.

Business firms that need library materials from the SMU Libraries may obtain a variety of services from Industrial Information Services (IIS). Two types of fees are charged for this service - 1) An annual MEMBERSHIP FEE dependent on the previous year's volume, and 2) SERVICE FEES billed monthly for services performed during the month.

1. MEMBERSHIP FEES

Type of Membership	Annual Membership Fees	$ Use In Previous Year
I	$ 50	$ 0
II	100	1 - 100
III	200	101 - 500
IV	300	501 -1000
V	400	1001 -2000
VI	500	2001 -3000
VII	600	3000 & Over

2. SERVICE FEES

SERVICE	SERVICE FEE
DOCUMENT DELIVERY SERVICES:	
PHOTOCOPY	$5.00 + 30¢ PAGE/ARTICLE
LOAN	$7.00 / PUBLICATION
DOCUMENT ORDER	$7.00 + COSTS
ADDED CHARGES (FOR LOAN/COPY)	
1. RUSH SERVICE (IMMEDIATE ATTENTION)	$5.00 / ITEM
2. LOCATION CHARGE (ITEMS OBTAINED FROM NON SMU SOURCES)	$5.00 / ITEM
3. BIBLIOGRAPHIC VERIFICATION - Refs. with incomplete or inaccurate information	$3.00 / REFERENCE
4. DELIVERY SERVICE (IIS HANDLES BILLING)	$3.00 + COSTS
USE OF I.I.S COPY MACHINES AT SMU	
CLIENT PAYS CASH	$ .15 PAGE
CLIENT REQUESTS MONTHLY BILLING	$3.00 + .15 PAGE
INFORMATION RESEARCH SERVICES	
LITERATURE SEARCHING	
MANUALLY PERFORMED	AT COST ($20 HR)
COMPUTER PERFORMED	AT COST (MIN $35)
RUSH SERVICE (SAME DAY)	ADD. $10 SEARCH
SHORT REFERENCE QUESTION RESEARCH	
DIRECTORY TYPE INFORMATION	$5.00 TOPIC
LOCATION OF PUBLICATIONS- (NO LOAN/COPY PROVIDED)	$5.00 REFERENCE
BIBLIOGRAPHIC VERIFICATION- (NO LOAN/COPY PROVIDED)	$5.00 REFERENCE
SEARCH GUIDANCE -CLIENT DOES SEARCH	AT COST - $10 MIN/TOPIC
RUSH CHARGE - SAME DAY SERVICE	ADD $5.00 TOPIC
CONSULTING LIBRARY TOPICS	$20/HOUR

About The Lehigh University Libraries

The Libraries contain a collection of more than 770,000 volumes divided between two facilities, the Linderman Library and the Mart Science and Engineering Library. Because of the University's offerings in technical and business fields, the Libraries are strong in science, engineering, and management as well as the liberal arts and social science areas.

Through participation in national automated library networks, Lehigh University Libraries have access to bibliographic information on the holdings of major libraries throughout the United States.

Computer terminals enable the staff to search databases in the Lockheed/DIALOG and the Systems Development Corporation/ ORBIT systems as well as the Bibliographic Retrieval Service.

As a depository for state and federal government documents, the Libraries acquire publications from agencies like the EPA, the Census Bureau, and the Congress.

Non-print materials are organized in the Media Center, which also has media production and reproduction facilities.

Introducing

The Lehigh University Libraries

Information Service

In Information, We Mean Business!

In today's changing business and technical environment, accurate and timely information is essential to economic growth and development. The Lehigh University Libraries Information Service can help your company meet its important information needs.

What is the Lehigh Information Service?

It's a way to tap the extensive resources of a major university library and the expertise of trained information specialists to save time and money in the search for information.

How Does the Service Work?

Client companies usually telephone the Information Service with their questions or requests. Requests may already be well-defined, like the address of a particular company. Or they may require interaction with the Service staff as they develop a search strategy using computerized databases and other tools. The staff can provide an estimate of the cost and time involved in filling a specific request. Of course, *all requests are treated confidentially*.

How Much Does the Service Cost?

A current price list is available for the most commonly used services. A subscription plan enables clients to purchase a range of services for one convenient annual fee. However, services are also available on a pay-as-you-go basis.

What Services Are Available?

- Computerized literature searches in more than 150 national databases.
- Current awareness profiles for regular searches on appropriate databases.
- Rapid photocopy service, within copyright restrictions, for articles in the University collection.
- Telephone reference and referral services.
- Borrowing privileges at the University's Linderman Library and Mart Science and Engineering Library.
- Identification of sources for obtaining items not owned by the Lehigh University libraries.
- Graphic and slide-making services for technical presentations.
- Production and reproduction of video and audio materials.
- Consultations by experienced information specialists on the development of client library and information services.
- Other services as requested.

For more information, please write or call:

Berry Richards
Lehigh University Libraries
Information Service
Linderman Library 30
Lehigh University
Bethlehem, Pennsylvania 18015
(215) 861-3026

ANNUAL SUBSCRIPTION

- CORPORATE BORROWING PRIVILEGES
- SERIALS LIST
- MONTHLY ACCESSIONS LIST
- BIBLIOGRAPHIES
- TOUR OF LIBRARIES
- $600 OF CHARGED SERVICES
  - DOCUMENT DELIVERY
  - DATABASE SEARCHING
  - REFERENCE & REFERRAL
  - WORKSHOPS & CONSULTING
  - TELEFACSIMILE
  - MEDIA SERVICES

COST: $1,000

University of Wisconsin-Madison

Information Services Division
Kurt F. Wendt Engineering Library
215 N. Randall Avenue
Madison, Wisconsin 53706
Telephones: 608/262-5913 or 262-5917
TWX: UWENGRLIBMDS

Frances K. Wood
Program Director

2000-4A0A061-80

information services

information services

IS

jointly sponsored by the University of Wisconsin–Madison Kurt F. Wendt Engineering Library and the University-Industry Research Program. It offers information to business and industry in Wisconsin and throughout the United States. By drawing upon the university's information centers, scientific and technical libraries, and academic expertise, it provides supplemental and comprehensive information that may not be locally available.

PROVIDES

- *Current and retrospective literature searches (manual and computerized)
- *Ready reference/referrals
- *Interlibrary loan
- *Library planning
- *Photocopying

All with 24 hour "turnaround" services for campus material and 10 day service for literature searches.

HAS ACCESS TO

- *Computerized data bases in such fields as engineering, water, business, medicine, and chemistry.
- *Indexes and abstracts in all fields of endeavor.
- *Specifications
- *Standards
- *Government documents
- *U.S. patents
- *Foreign patents
- *Books
- *Journals

For more information, write:

Information Services
Kurt F. Wendt Engineering Library
University of Wisconsin–Madison
215 North Randall Avenue
Madison, Wisconsin 53706

Telephone: 608/262-5913
TWX: 910-286-2749
UWENGRLIBMDS

KURT F. WENDT LIBRARY

COLLEGE OF ENGINEERING
UNIVERSITY OF WISCONSIN—MADISON

FEE SCHEDULE AS OF JULY 1, 1981

(608) 262-5913/5917
TWX. 910-286-2749
UW ENGR LIB MDS
215 NORTH RANDALL AVENUE
MADISON, WISCONSIN 53706

PHOTOCOPY PER CITATION

On-site 1-15 pages $5.00 + .25 for each additional page
Off-site Cost of photocopy + $5.00 service charge (minimun $10.00)

INTERLIBRARY LOANS

On-site Material $5.00
Off-site Material $10.00

PATENTS

U.S. patents $5.00 per patent
Foreign patents $7.00 per patent

LITERATURE SEARCHES

Current and retrospective. Cost varies. Call for price estimate. List of 100+ data bases available upon request.

REFERENCE

Variable; minimum $5.00

CITATION CORRECTION

Variable; minimum $5.00
Correct information leading to completion of a request can often involve considerable professional staff time. The citation correction fee is charged for the time involved regardless of whether or not the request can be completed.

RUSH CHARGES

$5.00 per item

INVOICING

If a customer requests other than standard ISD invoicing information on a regular basis, an additional invoicing charge of $10.00 per invoice will be made.

SALES TAX AND SURCHARGE

Wisconsin customers pay 4% sales tax
Out of state customers pay a surcharge of 10% per invoice

***

The majority of requests can be filled on site and completed within two working days. U.S. patents are on site and orders are filled the same day they're received. Foreign patent orders take approximately ten working days to complete.

All photocopy, patents, and literature searches are sent first class mail. Books are sent library or book rate

MIT Libraries
Membership Plan for Industry
Application for Membership

Company ______________________________

Address ______________________________

____

Name and Title of Contact Officer ______________________________

Telephone ____________ Extension ____________ Date ____________

☐ Enclosed: check for $750 for one year's membership.
(Make check payable to: Massachusetts Institute of Technology)

☐ The enclosed purchase order or company letter is the authority to bill the company for ___$750 for one year's membership.

Send this form to:
Assistant Director for Public Services
The Libraries
Room 14S-310
Massachusetts Institute of Technology
Cambridge, Massachusetts 02139

Please append list of names and addresses of prospective card holders.

Services to Outside Users

MIT Libraries

Massachusetts Institute of Technology

Services to Outside Users

The MIT Libraries' primary purpose is to serve the research and instructional needs of the Institute's community. In accordance with MIT's traditional policy of supporting research in the community at large, the Libraries make their facilities available to outside users under several different plans, described in this brochure.

Inquiries about library services may be directed to the Office of the Assistant Director for Public Services, Room 14S-310, 253-5653.

MIT Alumni

MIT Alumni are eligible for an extended room-use permit, which is issued at no charge at the Director's Office, 14S-310. These cards expire on June 30 of the fiscal year in which they are issued but are renewable. Alumni may also purchase Library Privilege Cards from the Director's Office for a fee of $50 per year. Privilege Card holders may have access to all libraries and reading rooms in the MIT Library System, excluding the Student Center Library, and may borrow materials with the exception of periodicals, theses, and reserve materials, in accordance with Library loan policy.

Visiting Researchers and Scholars

A one-day room-use permit is available upon application at any circulation desk. Extended room use (generally for no longer than one month) may be requested from the Director's Office, 14S-310. For long-term use and borrowing, a Library Privilege Card may be purchased at the Director's Office for $125 per year. Privilege Card holders may have access to all libraries and reading rooms in the MIT Library System, excluding the Student Center Library, and may borrow materials with the exception of periodicals, theses, and reserve materials, in accordance with Library loan policy.

Users from Libraries with Reciprocal Arrangements with MIT

Boston Library Consortium (BLC)

Boston College, Boston Public Library, Boston University, Brandeis University, Northeastern University, Massachusetts State Library, Tufts University, University of Massachusetts Amherst/Boston/Worcester, Wellesley College

Graduate students and faculty from member institutions will receive an MIT Library card upon presentation of their BLC identification card at the Hayden Circulation Desk, 14S-100, 160 Memorial Drive, Cambridge, Monday–Friday, 9–5.

Cross-registered Students

Students at other schools who are cross-registered at MIT are eligible for MIT Library privileges upon presentation of their MIT registration sticker.

Harvard University

Users from the Gordon McKay, Countway (Medical School), and Center for Astrophysics John G. Wolbach libraries may apply for MIT Library privileges at their respective Harvard library.

Marine Biological Laboratory, Woods Hole Oceanographic Institution (MBL-WHOI)

Users may apply for MIT Library privileges to WHOI Document Librarian or MBL-WHOI Librarian.

Wellesley College

Students, faculty, and staff may use their Wellesley College identification card for MIT Library privileges.

Undergraduates from Other Colleges and Universities

A one-day room-use permit is available at the Director's Office if the undergraduate brings a letter describing library needs from the library of the home institution.

Libraries' Membership Plan for Industry

This Library plan entitles member companies to ten Library Privilege Cards for an annual fee of $750. The cards are issued in the names of individuals authorized by the Contact Officer of the company, usually the Librarian, who has ultimate responsibility for the return of all materials borrowed. Holders of Privilege Cards are eligible for the services described below under Services to Industrial Liaison and Associates Program members, with the exception of discounts for Microreproduction Laboratory and CLSS services.

MIT Industrial Liaison and Associates Programs

One of the perquisites of company membership in the Institute's Industrial Liaison and Associates Programs is eligibility for library privileges. Individuals of member

(continued on back cover)

companies may request privilege cards through the company librarian from the Industrial Liaison Office (Room 39-600, 253-2691) or the Associates Program Office (Room 4-240, 253-6291).

Services to Industrial Liaison and Associates Program Members

Access is provided to all libraries and reading rooms in the MIT Library System, excluding the Student Center Library. This includes room use of books, periodicals, reports, theses, indexes, and reference materials. (There are a limited number of commercial reference services, that because of contractual agreements between the publishers and MIT, must be limited to educational use by MIT faculty and students only.)

Library Privilege Cards are issued to individuals in member companies enabling them to borrow materials (excluding periodicals, theses, and reserve materials) in accordance with library loan policies. Information and reference service is available in divisional and branch libraries from 9 to 5 during the week. Telephone information service is also available but is generally restricted to quick question-and-answer service.

Free interlibrary loan service is available; telephone requests (253-5682) are accepted from members providing messenger service. All loans are subject to the American Library Association Interlibrary Loan Code.

The Microreproduction Laboratory (Room 14-0551, 253-5668) offers complete facilities for microfilming and making enlarged paper prints of library materials. A ten per cent discount on all orders is available to Industrial Liaison Program members who identify themselves as such. Rapid copying machines are available in most of the libraries.

The Computerized Literature Search Service (CLSS) offers bibliographic searching through remote access terminals. This is a fee-for-service retrieval system providing access to several computer-based indexes in science, engineering, management, and social sciences. Discounts are available to Industrial Liaison and Associates Program members. Literature searches are conducted by information specialists and may be arranged through the CLSS Office (Room 14SM-48, 253-7746).

January, 1981

MITS offers these added advantages:

- Fast response . . . photocopies will be in the mail within 48 hours; service requests handled on a priority basis; rush orders can be negotiated.
- Valuable information for decision-making situations.
- Creative approaches to information retrieval.
- Specialized and specific answers to your information needs.
- A supplement to or replacement for your corporate library.
- On-demand service with no membership fee.
- Confidentiality in all matters.

MITS fees vary according to the specific service rendered; free cost estimates will be provided. For further information, use the attached card or contact:

Michigan Information Transfer Source
The University of Michigan
413 Harlan Hatcher Graduate Library
Ann Arbor, Michigan 48109
313/763-5060

Michigan Information Transfer Source

a research and information service
for business and industry

University Libraries
The University of Michigan
Ann Arbor

98

The Michigan Information Transfer Source (MITS) is an information and research service of the University of Michigan library system. It was established to provide business and industry with a wide variety of research and library services at reasonable costs. To help your organization solve an informational need, MITS can provide:

- On-line computer searching of numeric and bibliographic data bases.
- Identification and location of books, journal articles, technical reports, patents, standards, statistics, etc.
- Difficult to obtain information.
- Verification of footnotes and other references.
- Retrieval and delivery of books, journal articles, technical reports, etc.
- Current awareness of printed information in a specific field of interest.
- Research for information to support any project.
- Instruction in research strategy and information retrieval.
- Indexing and/or organization of materials.
- Translations to or from any language.
- Referral to experts or data sources anywhere in the world.
- Assistance in most every search for information.

MITS

MITS is staffed by information specialists who can help your organization analyze research and information problems to determine what sources will best meet your needs. These specialists can tap the vast resources of The University of Michigan, including:

- A research library collection of more than five million volumes.
- 40,000 current subscriptions to journals and other serial publications in all fields.
- 3,000 annual and "10K" reports from U.S. corporations.
- Access to more than 120 computerized data bases.
- U.S. government, United Nations, and state of Michigan documents.
- Association and society publications.
- Information on the holdings of other research libraries.
- Faculty and staff specialists in most academic disciplines.

MITS information specialists can investigate on your behalf any subject; for instance:

- Science.
- Technology.
- Business, Law.
- Social Sciences.
- Humanities, Fine Arts.
- Multidisciplinary topics.

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